

# Ian Macdonald

Minister for Primary Industries  
Minister for Mineral Resources  
Minister for State Development

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## **Women exporters seek new markets in Japan**

Women from 10 NSW companies are visiting Japan this week as part of the NSW Women Going Global initiative, Minister for State Development Ian Macdonald said today.

“This NSW Government trade mission gives the businesswomen, from a range of sectors, the opportunity to assess their company’s prospects in Japan, gain market intelligence and meet potential distributors, agents and customers,” Mr Macdonald said.

“Women currently run about one third of Australia’s 1.6 million small businesses and there are about 168,000 female business owners, or about a third of all small business.

“But they are under-represented among Australia’s exporters.

“The Women Going Global initiative attempts to redress this imbalance and increase the number of women engaged in exporting.

“Japan and NSW have a strong trading relationship – Japan is NSW’s top export market for goods and services.

“Japan offers a wide range of export opportunities in business and financial services, advanced manufacturing, health and personal care, education, tourism services, innovative ICT products and fashion.

“The trade mission participants will visit Tokyo and Osaka where they will have in-market briefings, meet potential business partners and take part in networking events.”

Mr Macdonald said the Women Going Global program was inspired by a very successful businesswomen’s trade mission to Dubai and Abu Dhabi, part of the 2007 NSW Government Trade Promotion program.

The program includes regular networking, including web-based links to global women’s networks, and skills development workshops.

### **Women Going Global Trade Mission to Japan participants**

#### **Debraney’s – McMahons Point**

Debraney’s Security Management System enables organisations to manage all their information needs while addressing security considerations.

#### **Estate Wine Distributors – Marrickville**

Produces, markets and distributes Australian wines domestically and internationally.

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**Grain Foods CRC – North Ryde**

A research company that develops and commercialises high value grains, grain food products and grain processing technologies.

**Babycupcakes - Kirrawee**

A baby gift manufacturing company that specialises in the presentation of practical baby clothing and manchester items as bouquets of flowers or food items.

**Mum to Be – Ashbury**

Organic skincare products for pregnant women, pampering products for mothers and babies and organic spa products.

**NSW Adult Migrant English Service – Surry Hills**

AMES teaches English to students in the classroom, workplace, online and via distance education.

**Parker's Organic Juices – Woollahra**

Still and sparkling organic juices sold throughout Australia.

**Sasy n Savy – Peakhurst**

Natural skincare products made with Australian native plants extracts, herb extracts and flower extracts, vitamins and antioxidants.

**Trueway International – Yagoona**

Organic skin, body and hair care products.

**Turbo Surf Designs/Milkshake Designs – Port Macquarie**

Designs and manufactures high performance bodyboards for wholesale and retail sale.

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