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More export opportunities for NSW companies

The State Government's new trade promotion program for 2009-10 is about to get underway, giving NSW's exporters vital export opportunities with key international markets, Minister for State Development Ian Macdonald said.

"Our trade program is tailored to help exporters win business – it targets markets with growth potential and sectors in which NSW has considerable strength," Minister Macdonald said.

"In 2009-10, we will be offering trade missions and participation in international trade exhibitions in expanding markets like, China, India, Hong Kong, the Middle East, Singapore and New Zealand."

Minister Macdonald said the trade promotion program was very effective and helped businesspeople gain access to key decision makers that would be difficult, if not impossible, to contact if they were 'going it alone'.

"Exporting is a very good way to grow a business and create jobs and the Government is committed to helping business owners and operators to succeed globally," he said.

"In 2008-09, about 300 NSW companies took part in the program and expect total export sales of \$165 million in the next 12 months.

"This year we are targeting sectors in which NSW has strengths, such as financial and business services, manufacturing, mining, food and beverages, creative industries, and building and construction.

"Participants have the opportunity to assess their company's prospects in their intended market, gain market intelligence and meet potential distributors, agents and customers.

"I encourage exporters and would-be exporters to contact the NSW Government's team of nine export advisers across the State who are available to assist companies that are interested in exporting."

More information on exporting is available at www.export.nsw.gov.au
