



NEW SOUTH WALES

# MEDIA RELEASE

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## **Ian Macdonald**

**Minister for Primary Industries, Minister for Energy,  
Minister for Mineral Resources, Minister for State Development**

### **New offices in China to win business for NSW**

Two NSW business offices located in China will win investment and trade for the State despite the global economic crisis, Minister for State Development Ian Macdonald said.

NSW's bilateral trade with China was worth \$17.4 billion in 2007-08 and has grown by nearly 130 per cent in the past five years.

"China is a key market for NSW and that's why it's important for us to have an in-market presence there especially in these difficult economic times," Mr Macdonald said today after the launch of NSW Government Business Offices in Guangzhou and Shanghai.

"NSW is operating in a global economy and there has never been a more important time to actively promote our strengths in the international marketplace to help create jobs and investment in our State.

"The new offices give us the capacity to build awareness of Sydney's and NSW's strengths in financial services, infrastructure and construction, education and tourism services and as a source of world-class products and services.

"A permanent presence enables us to strengthen existing and establish new business relationships, as well as rapidly respond to changing market conditions."

Minister Macdonald said Guangzhou and Shanghai were chosen because they are both major business centres in China and gave NSW access to a range of opportunities.

"The office in Guangzhou, the capital of Guangdong, builds on our long-standing ties with China through our 30-year sister-state relationship with Guangdong province – we mark that important milestone this year," he said.

"NSW and Shanghai also have a friendship agreement which provides a strong basis on which to develop our relationship.

"The Shanghai office will allow us to pursue leads from NSW's participation in Shanghai World Expo 2010, expected to be the largest expo ever staged."

“A small team of locally-engaged staff in both cities will collaborate with the Australian Government’s representatives in these cities, allowing us to leverage Australia’s global network and make use of established expertise, resources and contacts.

“The launch of the NSW representative offices in Shanghai and Guangzhou was well received by Chinese Government and business leaders.

Mr Macdonald has had important meetings with Government and business representatives while in Guangzhou and Shanghai.

“I have met with representatives from Shanghai World Expo 2010, the Bank of Communications and Government officials from both Shanghai and Guangzhou,” he said.

“I will also be holding discussions with the CEO of solar energy company Suntec, ServCorp, China Investment Corporation and the Chinese Ministry of Commerce in relation to NSW agricultural imports to China.”

“I have also met with Hong Kong Electric and Chinese Resources Companies in relation to clean coal research and development in NSW and China.”

The Minister will also host a seminar in Beijing for Chinese Business leaders.

Mr Macdonald said NSW offices would also be established in Mumbai in India and in Abu Dhabi in the United Arab Emirates – both international business hubs – later in the year.