



CHINA & NEW SOUTH WALES

A dynamic partnership



sydneyaustralia.com



New South Wales Government
Australia

An aerial photograph of Sydney, Australia, showing the city skyline with various skyscrapers and the Sydney Tower Eye, situated behind a lush green park area. In the foreground, there is a large body of blue water, likely the Sydney Harbour, with a small white sailboat visible. The sky is clear blue with a few scattered white clouds.

THE
PLACE
TO

G R

Today, New South Wales stands out as a perfect investment destination. With our strong economy, low-risk business landscape, skilled workforce and an infrastructure to rival the best globally, investors from China will not only find the best foundations on which to build their business, but also a welcoming, friendly community.

New South Wales (NSW), the State in which you'll find Sydney, is these days globally established as a highly desirable destination in which to live and work. With our temperate climate, unparalleled natural beauty and relaxed, multicultural lifestyle, NSW and Sydney have one of the highest qualities of life in the world.

Fuelled by a well-trained, well-educated and multilingual workforce, Sydney and NSW continue to thrive, embracing and leading a national culture of innovation – and taking it to all new levels.

Sydney alone accounts for nearly a quarter of Australia's gross domestic product, and is the largest State economy in the country. It's larger even than the national economies of Malaysia, New Zealand and Singapore. And with renowned research leadership in smart technologies – from next generation communications to advanced robotics and solar energy, to name a few – we've got a firm eye on the future.



OW

MUTUALLY BENEFICIAL RELATIONSHIP

A global superpower like China needs trading partners and investment destinations it can count on. Sydney and NSW are ideal, with our unmatched standard of products and services offering plenty of opportunities for China's economy to continue to grow.

If the 2009-10 business year is any indication, we're onto something great. Bilateral merchandise trade between NSW and China stood at A\$21.6 billion, making China our most significant trading partner. Imports from China to NSW were worth A\$18.4 billion, consisting largely of office and communication equipment, as well as apparel and clothing.

Exports from NSW to China were worth almost A\$3.2 billion in the same financial year, made up of mineral fuel and oil, ores, animal hair (mainly wool), yarn and fabric, and specialised machinery (mainly for use in civil engineering, including mining).

It's a trade relationship as diverse as it is beneficial, with links in agriculture, environmental protection, financial and legal services, education, tourism, architectural design and building products, biotechnology services and telecommunications.

INVESTING IN EACH OTHER

Beyond trade, investment is another area that has shown growth. In 2010, China invested A\$12.82 billion in Australia, an increase of 41.5 per cent from the previous year.¹ Australia returned the favour, directly investing A\$6.7 billion in the same year.

¹ ABS, Cat. No. 5352.0, International Investment Position, Australia, Supplementary Statistics, 2010

A DIVERSE GLOBAL ECONOMY

Sydney is a good choice to establish our bank's Australian base because the city has a well-developed financial services sector. Sydney was chosen as a key regional location in the Southern Hemisphere, and it will be an important addition to the Bank's global network.

Bank of Communications

Sydney and NSW are globally competitive and a business hub for the Asia Pacific. With Australia's largest State economy, NSW's various industries make a significant impact at a national and global level.

We have the largest manufacturing and services sectors in the country. And with Sydney being Australia's global city, when you invest here, you put yourself on the international map.

A CLOSER LOOK AT THE NSW ECONOMY

NSW is the hub of Australia's economic activity with most headquarters of leading foreign banks and international corporations. Sydney's competitiveness has attracted more than 75 per cent of Australia's ICT Asia Pacific regional headquarters.

The variety of Asian languages spoken here has also attracted regional customer service centres for the Asia Pacific. The State has the most diverse economy and is a leading low cost and world scale producer of resources. The State has the largest:

- manufacturing industry
- number of ICT specialist businesses
- exports of medicinal and pharmaceutical products
- financial services industry
- food and beverage industry
- post-production and digital and visual effects industry
- number of creative services employees
- share of international tourists.

NSW has strengths in a variety of sectors, providing the capacity to withstand changing economic conditions.

A SECURE BUSINESS ENVIRONMENT

Australia is financially and politically stable making NSW a low-risk business environment. Our economy is resilient with well-regulated legal and banking systems.



NSW STRENGTHS & ASSETS

A FINANCIAL HUB

NSW's financial services industry makes up nearly half of the entire nation's sector output², including services in banking, non-deposit financing, funds management, financial asset investment, insurance and superannuation funds, auxiliary finance and insurance services. Sydney is the regional centre for banking and insurance, foreign exchange, equities, futures and managed funds and services to finance companies in the Asia Pacific.

Our highly experienced companies are ready and waiting to work with you in addressing the restructuring of China's financial services sector in the most positive and profitable way possible.

² ABS, Cat. No. 5220.0, Australian National Accounts: State Accounts, 2009-10



FACTS

Our diverse industrial landscape currently accounts for:

46 per cent of Australia's finance and insurance industry

42 per cent of the information media and communications industry

37 per cent of the professional, scientific and technical services

36 per cent of the arts and recreation services

32 per cent of the manufacturing industry

AGRI-BUSINESS

Sydney is a modern international city, and the gateway to an Australian food bowl in the State of NSW.

Our rich and diverse growing environment is recognised internationally, as is our highly diversified food industry – with strengths in wine, grain, dairy, fruit, vegetables, meat and seafood.

Our agricultural industry continues to grow, thanks to our clean, disease-free growing conditions and diversity of soil types, topography and climates, allowing us to produce goods of the highest quality at the lowest cost.

And it doesn't end with agricultural produce. About one third of Australia's processed food production, investment, research and development takes place in NSW, adding further scope to the burgeoning industry.

As China continues its reforms to consistently meet international standards in production, processing, packaging and handling, we're more than able to contribute.

MINING & RESOURCES

Exploration and mining companies choose NSW because of its large, diverse and rich mineral deposits, including coal, as well as metallic, industrial and construction minerals.

Companies characterise NSW as a location with developed and easily accessible infrastructure, low average operating costs and a highly skilled pool of workers.

With the continuing support of the State government, this is an industry waiting for you to make your mark.



LOGISTICS & INFRASTRUCTURE

Transport is big business in NSW. In fact, NSW is responsible for 26 per cent of Australia's total freight haulage. The freight transport and logistics industry is estimated to account for up to 11.2 per cent of NSW's gross state product.

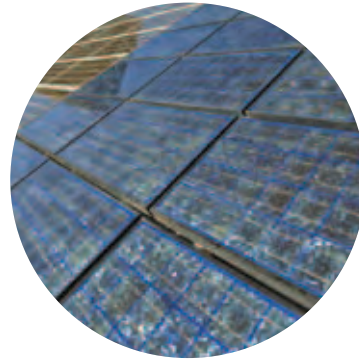
There are joint venture opportunities in transport companies with considerable presence in the resources sector. And the freight industry is always open to additional participants, particularly in the arena of heavy vehicles, presenting another opportunity for investors.

Beyond logistics, infrastructure is another area we're improving. By adopting various initiatives, including improvements in broadband, energy, port productivity and land transport, we can continue to progress into the future.

Sydney was a natural choice to establish our regional office. The city has a high concentration of skilled finance professionals, a well-regulated market and a growing number of Chinese firms specialising in finance and resource-related industries.

The People's Bank of China representative office for the South Pacific

SUCCESS STORIES



CHINA CONSTRUCTION BANK

With over 13,400 branches, almost 300,000 employees and a market value of US\$247 billion, the China Construction Bank is one of the top 10 banks in the world by market value.

When it came time to open its first Australian branch, Sydney was the ideal choice. And with China set to become the world's largest banking market, the China Construction Bank is a vital addition to our financial services sector.

The NSW Government helped the bank establish itself in Sydney by arranging introductions to key industry contacts and advising on various visa requirements. And we can guarantee that it was a well-made move.

Other Chinese banks represented in NSW include:

- Bank of China
- Industrial and Commercial Bank of China
- Agricultural Bank of China
- Bank of Communications
- the People's Bank of China.

SUNTECH POWER

Suntech is the world's largest producer of solar panels for residential, commercial, industrial and utility applications. With regional headquarters in China, Switzerland and the United States and gigawatt-scale manufacturing worldwide, Suntech has delivered more than 13,000,000 photovoltaic panels to over 1,000 customers in more than 80 countries.

Suntech invests millions of dollars each year in long-term research partnerships with Sydney company CSG Solar and the University of NSW's globally-renowned solar research facility – the ARC Centre of Excellence for Advanced Silicon Photovoltaics and Photonics. Suntech's chief executive officer, chief operating officer and chief technology officer are all alumni of the university.

In partnership with NSW-based Infigen Energy, Suntech has received State Government planning approval to build NSW's first commercial solar farm as part of the Australian Government's Solar Flagships program. The solar farm would use advanced technology developed by Suntech in collaboration with UNSW.

With strong ties to NSW, Suntech's work in developing and commercialising advanced solar technology is making it possible for millions of people in China, Australia and around the world to harness nature's cleanest and most abundant energy resource.

IN SUPPORT OF INVESTMENT

The NSW Government, through its NSW and international offices, helps companies invest and do business in Sydney and NSW.

We offer:

- introductions to potential business partners, universities and training institutions, property agents, management, legal and financial services firms, regulatory and government authorities
- business statistics benchmarking Sydney and NSW against other locations
- advice on registering a business in Australia
- market visits for your business in Sydney
- meetings to help you recognise investment opportunities
- other assistance on a case-by-case basis.

WE GO WHERE YOU GO

The NSW Government Business Offices in Shanghai and Guangzhou are your contact points for information about trade, investment and business opportunities in Sydney and NSW.

The China Desk in Sydney has dedicated Chinese-speaking staff to assist Chinese investors. The staff can facilitate introductions to government regulators and bodies and provide introductions to potential business partners in the market.

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