




SYDNEY

A global city for
the world of business

sydneyaustralia.com



An aerial photograph of the Sydney Opera House, a white, shell-shaped building on the water's edge. In the background, the Sydney city skyline is visible with various skyscrapers. To the right, the Sydney Harbour Bridge spans across the water. A yellow boat is moving across the water in the foreground, leaving a white wake.

SYDNEY AND
NEW SOUTH WALES
BUSINESS
COMES TO LIFE

H E R E

Stunning natural beauty and abundant resources. Warm, intelligent and welcoming. An economy and a quality of life envied the world over. New South Wales (NSW) is a wonderful place to call home - and to do business.

Perfectly positioned and equipped to capitalise on all of Australia's riches, NSW, with its harbour capital, Sydney, is the international gateway to the Asia Pacific and beyond.

Every year, more and more people and organisations choose Sydney and NSW, thus enriching the already diverse and vibrant culture, and expanding the State's robust and growing economy.

In fact, the economy of NSW now exceeds the national economies of many regional countries, including Singapore, Malaysia and the Philippines. With extensive infrastructure allied to growth, NSW is a great place to invest.

NSW is home to a range of knowledge-based industries, including finance, property, resources, information and communications technology (ICT), pharmaceuticals, manufacturing, creative, entertainment and tourism. Of Australia's top 500 companies, 48 per cent are based here.

And more multinationals have their regional headquarters in Sydney than any other place in Australia making it the country's financial and business capital.

The NSW Government and its overseas offices actively encourage business investment and growth by working with companies at all stages of their development.

So whatever your business, Australia's most powerful State has everything you need to live and thrive. NSW truly is the place to go places.

THE FACTS

New South Wales and Sydney have a lot to offer companies looking to invest or expand in the Asia Pacific.



1

ECONOMIC HUB SERVICING THE ASIA PACIFIC

NSW has a strong and diverse economy and leads the nation in many sectors: 42 per cent of Australia's information, media and telecommunications industry, 38 per cent of Australia's professional, scientific and technical services industry and 32 per cent of Australia's GDP.

2

SKILLED MULTICULTURAL WORKFORCE

Over 57 per cent of the State's working-age population is tertiary educated, the highest of all Australian States.

The wide variety of Asian languages spoken in Sydney and NSW has attracted international firms looking to establish regional customer service centres in the Asia Pacific.

3

INNOVATIVE CULTURE WITH SOLID R&D CREDENTIALS

NSW businesses invest more in research and development (\$4.4 billion invested in 2007-08) than businesses in any other State, demonstrating our commitment to an innovative future.

NSW dominates the IT and creative industries with close to 40 per cent of the nation's creative and digital workforce calling Sydney home.

4

QUALITY OF LIFE

Sydney is ranked 10th in the world out of 221 cities reviewed in the 2010 Worldwide Quality of Living Survey compiled by Mercer.

5

A CONNECTED TRANSPORT AND LOGISTICS HUB

NSW accounts for 34 per cent of Australia's road freight and our freight transport and logistics industry generates about \$34 billion a year.

Sydney has Australia's busiest airport servicing more than 43 per cent of Australia's international air traffic and almost half of the international airfreight tonnage.

Newcastle Port is the world's largest coal export port and handles over 40 different types of commodities, generating over \$17 billion in trade annually.

6

TIME-ZONE ADVANTAGE

Bridging United States and Asia time zones, NSW allows for seamless around-the-clock business services.

7

STABLE AND LOW-RISK BUSINESS ENVIRONMENT

NSW is financially stable with triple-A credit ratings from both Moody's and Standard & Poor's, and is supported by world's best practice financial, legal and political systems.

8

COST COMPETITIVE

Sydney is a more cost competitive office location than other major business centres, including London, Tokyo, Hong Kong, Paris and Mumbai.



Sydney is Australia's largest city and financial capital. A fast-paced, culturally exciting, modern metropolis, it is home to 48 per cent of Australia's largest companies and the regional headquarters for many multinationals.

SYDNEY

A GLOBAL CITY FOR THE WORLD OF BUSINESS

Currently ranked first in Asia (and second in the world) as a global financial centre by the World Economic Forum - ahead of Hong Kong and Singapore - Australia is recognised for the excellent performance, stability and low-risk profile of its economy. And Sydney is at the economic epicentre.

Vitaly important to the whole of the Asia Pacific, Sydney is the seat of the Australian Securities Exchange, which is the first major market to open each day. The fact that Australia has the fourth largest pool of investment fund assets in the world has also attracted many global funds management companies to Sydney.

Located on the shores of Sydney Harbour, Australia's first city is ideally situated for international business and growth. Bridging the close of the US and opening of the European markets, it offers a highly educated, multilingual workforce with close links to growing Asian markets - not to mention spectacular boardroom views.

Barangaroo, a 22-hectare harbour front site, is poised to become one of the world's first carbon neutral, water positive, zero waste CBD districts. Designed by internationally renowned architects, this premium development will be a leading precinct for 21st century financial services.



FROM
HERE TO
EVERYWHERE

MULTI-
CULTURAL,
MULTI-
LINGUAL,
MULTI-
TALENTED

S U C C E E D

TRADE AND INVESTMENT IN NSW

Total stock of foreign investment reached almost \$1.9 trillion in December 2009. And over the past five years worldwide investment in Australia has grown by nearly 65 per cent.

Australia has established free trade agreements with the USA, Thailand, Singapore, Chile, New Zealand and the 10 members of the Association of Southeast Asian Nations. Further agreements are currently being negotiated with Japan, China, Malaysia, Korea and the Gulf Cooperation Council, while agreements with India and Indonesia are under consideration.

With our extensive links to international markets, NSW dominates Australia's services exports. In 2008-09, the State's exports of goods and services were valued at \$60 billion.

As the nation's premier tourist destination, largest exporter of professional, financial, ICT and other business services, and as a centre for international education and business, NSW provides 41 per cent of all services exported from Australia.

SKILLS AND HUMAN RESOURCES IN NSW

With over seven million people from a diverse range of cultures and backgrounds, NSW has boundless human resources across all major industries, with particular strengths in services sectors.

In Sydney, about 2.2 million people form a highly skilled, largely university-educated, multilingual workforce. Almost 30 per cent of Australians who were born overseas live in Sydney. There are more residents who speak a language other than English at home and hold a bachelor or higher degree than anywhere else in the country.

So if you're looking to expand your business into the Asia Pacific, or establish a regional operations or customer service centre, you can't beat Sydney and NSW. Everything you need is here, and everywhere is on your doorstep.



For the past three years, Australia has been ranked among the world's 10 most attractive destinations for foreign direct investment by the United Nations Conference on Trade and Development.



A STATE OF CONSTANT DISCOVERY

FACTS

Australia is ranked first in the Asia Pacific for the quality of its research institutions, and 10th worldwide by the World Economic Forum.

RESEARCH AND INNOVATION IN NSW

Great advances in technology. Cures for diseases. Cleaner energies. Breakthroughs across every spectrum of science and research. They all start with a single discovery. And we're single-minded in our commitment to science and medical research.

The reputation of Sydney and NSW as international leaders in science, research and technology has grown from a long tradition of first-class education, cutting edge research institutions and strong links between government, industry and education bodies.

We can boast an outstanding record of achievement and innovation in so many fields. Food safety and security, environmental management, climate systems, renewable energies, communications technology, quantum computing, agriculture, health and more. We're the country's leader in ICT, hosting the National ICT Centre of Excellence (NICTA) and Intersect Australia (the Institute for Transdisciplinary e-Research Services and Technology), among others.

Through prolonged, substantial government backing, these key sectors are increasing the intellectual property available to business. Our efforts have put NSW right at the forefront of discovery, not just in Australia, but the world.



BUILT FOR EASE AND SUCCESS

INFRASTRUCTURE AND THE COST OF BUSINESS IN NSW

Given its prime grade industrial properties, high technology parks, superb distribution centres and excellent transport infrastructure, you'd be forgiven for thinking that doing business in Sydney comes at a price. But it's a more cost effective location than many other major business centres, including London, Tokyo, Hong Kong, Paris and Mumbai.

Thanks in large part to NSW and its capital city, Australia is a highly efficient place to establish and expand business. The World Bank and International Finance Corporation's *Doing Business 2010* report rated Australia as the third easiest place in the world to establish a business, and ninth overall for ease of doing business.

Strong government support for business and investment puts Sydney and NSW way out in front for companies looking for world-class quality, as well as value for money.



WHERE GREAT MINDS COME TOGETHER

EDUCATION AND TRAINING IN NSW

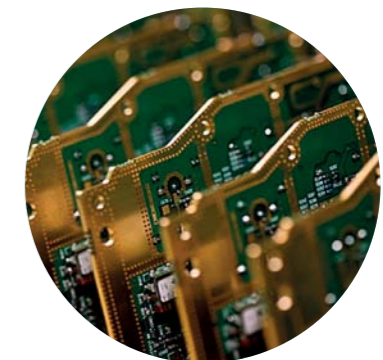
A dynamic combination of quality teaching, groundbreaking research and career-oriented training has seen Sydney and NSW forge impressive reputations for education and academic excellence.

NSW has some of the world's finest universities and educational training institutions. Five of the top 100 academic institutions in the Asia Pacific are here, as ranked by the prestigious Shanghai Jiao Tong Academic Ranking of World Universities 2010. They are the University of Sydney, the University of New South Wales, Macquarie University, the University of Newcastle and the University of Wollongong.

Great minds from all corners of the globe are attracted to Sydney and NSW because of our commitment to learning and sustained encouragement of higher education.

FACTS

NSW has 11 universities offering courses in medicine, law, engineering, commerce, ICT, humanities and the arts, at both undergraduate and postgraduate levels.



MAKING OUR MARK

MANUFACTURING IN NSW

NSW is the first choice for advanced manufacturing operations, with 32 per cent of the sector based here.

This highly developed and diverse sector is an active driver of our State's prosperity, both in terms of GDP and employment. Working in tandem with other key industries, our dynamic manufacturing sector helps propel innovation and development across a whole range of sectors.

In an extremely competitive world market, our excellent knowledge infrastructure and progressive culture, plus strength in design, logistics and ICT, make NSW a stand-out choice.

IT'S
NOT
ALL
BUSINESS

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NSW is consistently rated among the very best places in the world, and Sydney, one of the world's best cities.

It's easy to understand why. You only have to take one look - surf, sun and sand, majestic mountains and vast landscapes, with easy access to amenities and recreational facilities.

But NSW also offers a wealth of art, entertainment and culture, exceptional safety, schooling and health care. Plus a supremely competitive base from which to do business, nationally and internationally.

Famous for the 2000 Olympic Games, Sydney is one of the world's great stages. When it comes to major events, Sydney has a proven record that draws the eyes of the world to our magnificent harbour city.

FACTS

Sydney has been voted the world's best city three years in a row, taking top place in the Anholt City Brands Index in 2006, 2007 and 2008, and second in 2009.

Sydney has hosted some of the world's largest international events, including the "best ever" 2000 Olympic and Paralympic Games, 2003 Rugby World Cup, APEC 2007, FIFA Congress 2008, World Youth Day 2008 (featuring a Papal visit), and the World Masters Games in 2009.



WISH YOU WERE HERE

It's no secret that Sydney is repeatedly chosen by leading travel publications as a top international destination for travellers.

TOURISM IN NSW

More people holiday in Sydney and NSW than anywhere else in the country - about 36 per cent of tourists to Australia. And as we continue to promote our many great attractions, the number of visitors to our shores can only grow.

People come for all sorts of reasons - our fabulous climate, glorious beaches, natural wonders, lively art and entertainment scene, sumptuous food and great shopping. Or it could be our firm handshakes and warm and friendly welcomes.

HOW WE CAN HELP

The New South Wales Government, through its NSW and international offices and the Department of Industry and Investment NSW, helps companies invest and do business in Sydney and NSW.

We offer:

- Market data to help you develop your business plan
- Business statistics benchmarking Sydney and NSW against other locations
- Advice on registering a business in Australia
- Introductions to potential business partners, universities and training institutions, property agents, management, legal and financial services firms, regulatory and government authorities
- Market visits for your business in Sydney
- Meetings to help you recognise investment opportunities
- Business migration advice
- Meeting rooms in Sydney's CBD, so you can meet potential clients
- Other assistance on a case-by-case basis.

**INDUSTRY & INVESTMENT NSW,
A DEPARTMENT OF THE
NEW SOUTH WALES GOVERNMENT**

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