



HELP TO GROW YOUR BUSINESS INTERNATIONALLY

There are many good reasons to take up the challenge of exporting. Being active in the global marketplace exposes your company to new ideas, management practices, marketing methods and ways of competing.

A company can improve its growth prospects, develop more skilled and productive staff and adopt technology and best practice techniques more quickly.

Research shows that companies that export grow faster and fail less often than companies that don't. Exporting can also reduce dependence on the local market.

Helping companies to grow their exports is one of the key functions of NSW Trade and Investment. Through our export programs, NSW exporters and would-be exporters can learn about the basics of exporting, visit target markets and expand internationally.

BUILD YOUR EXPORT CAPABILITY

NSW Trade and Investment runs seminars, workshops and networking activities throughout the year to develop the capabilities and confidence of exporters.

Events include Getting Started in Exporting workshops, E-business for Exporters seminars and market and industry sector seminars and briefings.

The NSW Export Lab offers a series of "hands-on" and highly interactive workshops with two themes: market knowledge sessions explore the various issues of doing business in a specific market, while the export skills sessions focus on a hypothetical export scenario.

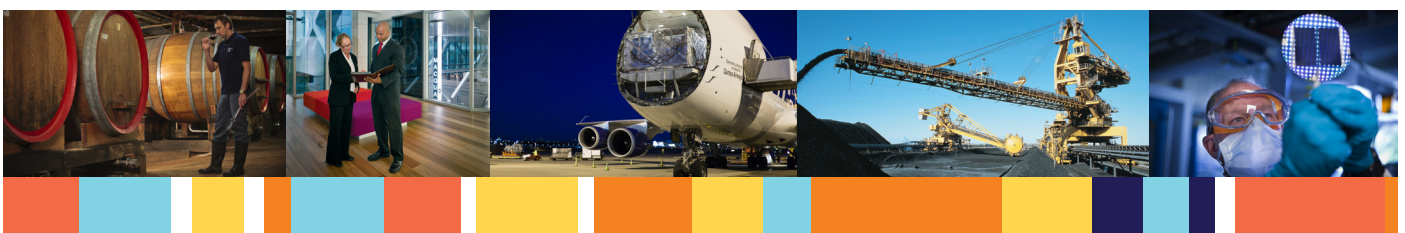
The Lab is an opportunity for experienced exporters to get together, learn from each other and discuss issues with experts.

VISIT TARGET MARKETS

The Department's International Exhibitions and Missions Program offers export-ready companies access to an annual program of trade exhibitions and missions to high potential and emerging markets.

Government missions can provide credibility and access to contacts and events that might be difficult or impossible for companies to gain on their own. Participating companies can use these events to seek new business opportunities and develop first-hand knowledge of the market, competitors, supply-chain structures and business practices.

By participating as a group, NSW companies often enjoy better event management, branding and cost benefits. Plus, companies travelling together tend to learn from each other and may even end up working together. The program provides additional support to companies through pre-departure briefings, in-market networking events, business matching and assistance with promotional materials.



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DRIVE SUSTAINED INTERNATIONAL GROWTH

The Department's Global Growth Program provides one-on-one export support. Companies get the advice of experienced Export Advisers for 12 months and work with them to implement their export plans. Global Growth also provides modest financial assistance to help companies better manage some of the risks and costs associated with priority activities.

Our Export Advisers are located across the State and provide a single access point for NSW businesses keen to start or grow their exports. The Export Advisers also deliver Austrade's TradeStart program.

You can access more information on our export programs at www.export.nsw.gov.au

CELEBRATE EXPORT SUCCESS

NSW Trade and Investment is the major sponsor of the Premier's NSW Export Awards. The awards promote best practice and export excellence among NSW exporters and provide public recognition of the winners' achievements.

Previous winners of NSW export awards come from companies of all sizes and industries, including Bega Cheese, the Wiggles, Casella Wines, ResMed and Cochlear as well as SMEs such as Ansarada, PCT Global and Genericsweb.

"The Department's Export Adviser has been very supportive and assisted in whatever way possible. We were given a golden opportunity to participate in a trade exhibition and meet up with new clients, who we'd never had any dealings with before. It generated great future business. Great work by the Department."

**Sherene Shaw, Sales Manager
ADIS Automatic Doors, Wetherill Park**

"We attended yesterday's Export Lab forum and found it to be incredibly informative with a wonderful panel of exports. Please register my attendance for the remaining events."

**Mathew Taylor, Export Manager
Blacktown Timber, St Marys**

"I was very impressed with the level of professionalism, efficiency and attitude displayed during all my dealings with the Department. I was particularly impressed by their focus on finding a way to help us generate more business and opportunities for NSW."

Greg Sweeney, Manager, Business Development (Asia), Modular Mining Systems, Tuggerah

For more information on NSW Trade and Investment's export assistance, telephone **02 9338 6668**, email export@business.nsw.gov.au or visit www.export.nsw.gov.au



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