



NSW INTERNATIONAL EXHIBITION AND MISSION PROGRAM

JULY 2011 - JUNE 2012

The NSW Government's program of international exhibitions and trade missions offers export-ready NSW companies an effective way to identify new international business opportunities and to acquire the knowledge and connections critical to export success.

BENEFITS OF PARTICIPATING

The NSW Trade & Investment International Exhibition & Mission Program provides a premium service for participating NSW businesses.

This service includes targeted business matching on trade missions, hiring of exhibition space (shared NSW stand) at trade shows, and quality networking events to further promote your business.

WHO MAY PARTICIPATE?

Participation is open to all NSW businesses with tradeable goods or services that are export ready.

Participation is subject to a business meeting export readiness criteria and assessment of the market potential for the goods or services to be exported.

COSTS

The NSW Government's support significantly reduces the costs of these trade promotion activities for participating NSW businesses. Unless otherwise advised, a standard participation fee of \$3000 for trade missions and \$4000 for exhibitions will apply.

Participants are required to meet their own direct costs including airfares, accommodation, transport, insurance, meals and personal expenses.

Participants may be eligible to re-coup some of these costs via Austrade's Export Market Development Grants (EMDG) scheme. For more information on the EMDG visit

www.austrade.gov.au/exportgrants
call 13 28 78 or email
EMDG.help@austrade.gov.au

HOW DO I APPLY?

For a complete list, or to register your interest in the NSW Government's international events and missions, visit www.export.nsw.gov.au/trademissions or phone (02) 9338 6600.

"I would like to thank you very much for your help. The NSW Trade Mission has helped us a lot in our business and with your dedication, positive support and assistance we feel we are not alone fighting the odds. Project Qatar 2011 has been a very positive response year for us. We look forward to joining your future program in 2012."

Sherene Shaw
ADIS Automatic Doors
Project Qatar,
May 2011

"I would like to shout my thanks to the great team at NSW Trade & Investment for their assistance at FHA Singapore this year. Every NSW business should know and hear how the support of the NSW Government removed the burden of dealing with exhibition organisers, allowing the OZGANICS crew to concentrate on selling! Wonderful pre-show advice and on ground help. They gave us 100% plus. Thanks team, OZGANICS is now on its way to China, Japan, Sri Lanka and beyond!"

Anni Brownjohn
OZGANICS Australian Organic
Foods
Food & Hotel Asia, Singapore,
April 2010

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**Trade &
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NSW INTERNATIONAL EXHIBITION AND MISSION PROGRAM 2011-12

3-5 NOVEMBER 2011

Exhibition: Hong Kong International Wine & Spirits Fair 2011, Hong Kong

NSW winemakers and beer and spirit producers are invited to exhibit on the NSW stand at this important regional fair in Hong Kong. Participants also have the opportunity to participate in business matching and other key events to raise the profile of NSW wines in major Asian markets.

NOVEMBER 2011

Sports Services Business Mission, Brazil

NSW Trade & Investment is partnering with the Australian International Sporting Events Secretariat to manage a business mission to Brazil, targeting opportunities emerging from the 2016 Rio Olympic and Paralympic Games. The mission suits specialist NSW companies offering sports infrastructure, venue design and operational services and events technology and creative services.

16-19 NOVEMBER 2011

Exhibition: Medica 2011, Germany (Dusseldorf)

Medica is the world's premier and largest health and medical trade exhibition. In 2010, Medica attracted 4,447 exhibitors, over 137,000 trade visitors and investors from more than 110 countries. Participation in the Australian Pavilion allows you to meet key contacts and foster relationships with global decision makers.

1-3 DECEMBER 2011

Exhibition: Performance Racing Industry Trade Show, USA (Orlando, Florida)

NSW Trade & Investment is partnering with the Australian Automotive Aftermarket Association to create a strong NSW presence at this trade show. NSW companies supplying innovative motorsport technologies and services are invited to exhibit on the NSW stand. This is the world's largest high performance and racing trade show and last year attracted over 1,200 exhibitors and more than 38,000 buyers from 67 countries.

JANUARY 2012

Trade mission coinciding with G'Day USA

NSW companies in innovative environmental technologies, financial services, digital media and tourism are invited to participate in Australia Week during G'Day USA on 11-28 January 2012. The program highlights Australia's and NSW's credentials as a desirable place in which to do business, invest and source goods and services.

19-22 FEBRUARY 2012

Exhibition: Gulfood 2012, Middle East (Dubai)

Gulfood has been the region's largest food industry show since 1987. The 2011 event hosted 3,800 exhibitors and 81 international pavilions showcasing the latest offerings to 55,000 buyers from over 150 countries. The event provides excellent opportunities for export-ready NSW companies in food specialty, gourmet and organic sectors to exhibit on the NSW stand.

FEBRUARY 2012

(DATE TBC)

Trade and investment mission to India (Hyderabad, Mumbai and New Delhi)

This trade and investment mission to India offers NSW businesses the opportunity to create and enhance their connections in the market. This mission is suitable for companies providing innovative technologies, services and products in sustainable architectural, building and design and environmental sectors.

6-10 MARCH 2012

Trade and investment mission to CeBIT, Germany (Hannover)

NSW companies are invited to participate in a trade and investment mission to CeBIT 2012, the largest and fastest growing ICT tradeshow and conference. This mission is tailored specifically for NSW companies offering innovative technologies and services.

13-17 MARCH 2012

Exhibition: Dubai International Boat Show, Middle East (Dubai)

NSW companies are invited to exhibit at this major international trade show in the Middle East which attracts marine capability buyers from around the world. NSW Trade & Investment is partnering with the Australian International Marine Export Group to create a strong NSW presence at the boat show.

MARCH 2012 (DATE TBC)

Australian Rail Supplier Mission to China (Beijing, Hong Kong and Shanghai)

NSW Trade & Investment is supporting NSW rail products, technology, services and solutions companies seeking to participate in the Austrade-managed Australian Rail Supplier Mission to China. The Rail Supplier Advocate will lead the mission with support from the Industry Capability Network, the Australian Department of Innovation, Industry, Science and Research, Enterprise Connect and the Australian Railway Industry Corporation.

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9-13 APRIL 2012

Exhibition: Expomin 2012,
Chile (Santiago)

NSW Trade & Investment invites you to participate in Expomin 2012, the largest mining equipment, technology and services exhibition in Latin America where you can meet buyers, develop contacts with potential business partners, uncover business leads and assess the competition. More than 1,200 exhibitors from over 30 countries are predicted to participate in Expomin 2012.

17-20 APRIL 2012

Exhibition: Food & Hotel
Asia 2012, Singapore

NSW companies are invited to exhibit at the largest international food trade show in Asia. FHA offers a tremendous opportunity for exhibiting companies to showcase their food and beverage products in one of the world's most lucrative markets. Attracting over 50,000 trade visitors, you will have the opportunity to develop real business opportunities in the region.

23-27 APRIL 2012

Trade and investment
mission coinciding with
Hannover Messe 2012,
Germany

NSW Trade & Investment invites you to join a trade and investment mission which includes a visit to Hannover Messe 2012. As an international platform for industrial technology, the show is the ideal showcase for NSW innovations and solutions in bio-medical application of nanotechnology and other enabling nanotechnology.

MAY 2012 (DATE TBC)

Rail Industry Trade Mission
to the Middle East (Abu
Dhabi, Qatar and Oman)

This rail trade mission will visit Abu Dhabi, Qatar and Oman. The program offers NSW participants a diverse mix of briefings by industry and market specialists, networking opportunities with key private sector players, site visits as well as tailored business matching appointments.

19-22 JUNE 2012

Trade mission coinciding
with CommunicAsia 2012,
Singapore

This trade show is the ideal launch pad to expand your presence in South East Asia and to strike new partnerships and business opportunities, not only with Singapore but across the region. The exhibition features key and emerging technologies, giving you a platform to share and garner the latest industry knowledge, trends and developments.

JUNE 2012 (DATE TBC)

Trade and investment
mission to Japan (Tokyo)

This proposed mission provides NSW businesses with the opportunity to make contacts in the infrastructure and alternative energy sectors. The program offers NSW participants a mix of briefings by industry and market specialists, networking opportunities, site visits and tailored business matching appointments.

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