



# INDIA & NEW SOUTH WALES

A dynamic partnership



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New South Wales Government  
Australia



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TO

# G R O W

The state of New South Wales is a wonderful place to call home – and do business. Perfectly positioned to capitalise on all of Australia’s riches, our State, with its harbour capital Sydney, is the international gateway to the Asia Pacific.

From the sunny beaches to the sparkling harbour and relaxed Australian lifestyle, Sydney is one of the most charming cities in the western world. But more than just a delight to the eye, Sydney and New South Wales (NSW) are also friendly, intelligent and welcoming. With a quality of life the envy of the world, little wonder then that every year, more and more people and organisations choose to invest here – thereby further enriching the already diverse and vibrant culture we’re so proud of, and expanding our robust and growing economy.

#### BEYOND EXPECTATIONS

The economy of NSW now exceeds the national economies of many Asia Pacific countries, including Singapore, Malaysia and the Philippines.

In fact, of Australia’s top 500 companies, almost half are based in NSW. And more multinationals have their regional headquarters in Sydney than any other place in Australia – making it the country’s financial and business capital.

#### GLOBALLY COMPETITIVE

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 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.

#### 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.

The variety of Asian languages spoken here has also attracted regional hubs of 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. NSW has strengths in a variety of sectors, providing the capacity to withstand changing economic conditions.

The NSW Government can help your company identify investment opportunities in mineral resources, agribusiness and tourism as well as in a range of knowledge-based industries, including finance, ICT, pharmaceuticals and life sciences.



Australia is a very important market for Mphasis so it is fitting that we open an ICT development centre at the University of Wollongong's Innovation Campus. This new centre is a key investment that we are making to cater specifically to clients and develop local talent in the region.

Sudhir Mathur, Mphasis, Regional Director APJ (HP Business Unit)

#### CASE STUDY

Gujarat NRE Coking Coal Limited, a subsidiary of Gujarat NRE Coke Limited, is the largest manufacturer of low ash metallurgical coke in India. Gujarat NRE Coking Coal Limited owns and operates a mine south of Sydney with reserves of over 300 million tonnes of coking coal. In 2010, Gujarat NRE announced that it planned to spend a further A\$500 million to support its current and future coal mining operations in NSW.

## STRENGTH IN NUMBERS

#### INDIA & AUSTRALIA

The Australia-India economic relationship has grown steadily in recent years and has the potential to increase considerably as India's economic expansion continues. With our strength in exporting primary products, particularly minerals and fuels, we're well equipped to supply booming Indian industrial and consumer demand. In 2009-10, India and Australia's two-way goods and services trade totalled more than A\$22 billion.

Australia's services exports to India have grown spectacularly – in 2009-10 they were valued at A\$3.6 billion, up 247 per cent from 2004-05. And services exports from India to Australia were valued at A\$633 million in 2009-10 (mainly travel services).

#### MUTUALLY BENEFICIAL INVESTMENT

During 2010, Indian companies announced investments of A\$615 million in NSW. The four key investments of the year were:

- ICT company Mphasis set up an ICT centre in Wollongong
- SP Jain Centre of Management announced a greenfields business school in Sydney
- Riverina Oil & Bio Energy will set up an edible oil manufacturing plant in Wagga Wagga
- Gujarat NRE expanded its coking coal mines in the State.

These investments by Indian companies highlight the diversity of Indian business interests in NSW and show just how attractive Sydney and NSW have become as destinations for rapidly expanding Indian corporations.

#### INDIA & NSW

Bilateral trade between NSW and India was worth A\$1.734 billion in 2009-10. And NSW's exports to India were valued at A\$1.125 billion (almost double the result for 2007-08). This increase, driven largely by coal, saw India ranked seventh in export destinations for NSW.

These impressive numbers have been growing for some time. In the five years to 2009-10, NSW exports to India have grown at a nominal average annual rate of 17 per cent, the second highest rate of growth of the State's top 20 export markets.

The State's top export commodities to India in 2009-10 were:

- coal, coke and briquettes – A\$591 million
- non-ferrous metals (mainly copper and aluminium) – A\$134 million
- metalliferous ores and scrap – A\$119 million
- vegetables and fruit (mainly chickpeas) – A\$65 million
- textile fibres and their wastes – A\$24 million.

Exports from India to NSW in 2009-10 were valued at A\$609 million (up 24 per cent from 2007-08). The top imports into NSW from India in 2009-10 were:

- non-metallic mineral manufactures – A\$80 million
- medicinal and pharmaceutical products – A\$72 million
- electrical machinery, appliances and parts – A\$63 million
- textile yarn, fabrics and made-up articles – A\$39 million
- power generating machinery and equipment – A\$38 million.

#### WELCOME FIGURES

In 2009-10, the number of settler arrivals to NSW from India was more than 4,400 people (11 per cent of total settler arrivals to NSW), behind only China, and ahead of the UK and New Zealand.



## OUR SECTOR STRENGTHS

### CASE STUDY

In late 2010, Indian ICT firm Mphasis announced a new investment and commercial partnership with the University of Wollongong to develop its flagship Australasian Development and Delivery Centre. The Centre, expected to employ more than 250 highly trained staff, will be a centre of excellence for applications testing and offer a specialised resource pool for Australia's telecommunications industry.

### ICT

NSW has long been at the forefront of technological change. Did you know that Google's Sydney office developed Google Maps? That a team in Sydney produced crucial technology at the heart of WiFi? Or that Open Kernel Labs, a spin-out of Australia's dedicated ICT R&D institution, National ICT Australia (NICTA) has produced software deployed on more than 1.1 billion mobile devices?

There's a very good reason why the vast majority of Australia's ICT regional headquarters and operations centres are based in Sydney. NSW is a hub of sophisticated and innovative global businesses, operating in a strong and diverse economy. Several leading Indian ICT companies, including Wipro Technologies, Tata Consultancy Services, HCL, Mahindra Satyam, Polaris and Mphasis, have chosen to establish their Australian headquarters in NSW.

With the rollout of the Australian National Broadband Network underway, our ICT industry is already accelerating development of new concepts and applications for the digital economy.

### FINANCIAL SERVICES

Sydney is recognised the world over as a major financial centre. Benefiting from a time zone that bridges the close of the US and the opening of European markets, as well as its strong links with fast-growing Asian markets, Sydney is the perfect place from which to invest or expand an Asia Pacific base. The Bank of Baroda and the Union Bank of India have representative offices in Sydney and the State Bank of India has a well established presence here.

### MINERAL RESOURCES

Whether it's gold or lead, copper or coal, mineral or metal – mining is big business in NSW. We're a major source of these precious materials for the world, and mining is our largest export industry. And the sector is growing. There are more than 50 mining and minerals projects in the pipeline with a cumulative investment of more than A\$13 billion.

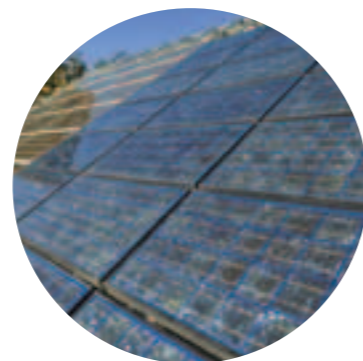
### RENEWABLE ENERGY

NSW is home to a range of leading clean energy and environmental services companies – a genuine hub of capability and continuing innovation. The State is committed to a greener future, and full of opportunity and support for new cleantech businesses, investment and ideas.

An estimated A\$8 billion is spent on environmental goods and services in NSW each year. And we've also committed up to A\$120 million to NSW-based projects that are funded under the Australian Government's Solar Flagships Program for utility-size solar power projects.

We've undertaken State-wide planning reforms to increase certainty and speed of approvals for renewable energy precincts.

In addition, NSW established the world's first mandatory greenhouse emissions trading scheme in 2003. Consequently we are well positioned to facilitate and capture emerging carbon market opportunities in the Asia Pacific.



Setting up a campus in Sydney fits well with our plans to consolidate our Asia Pacific presence – the hotbed of growth. When we thought of establishing in Australia, Sydney was the obvious location. I was impressed by the support of the NSW Government and I found them to be most welcoming.

Nitish Jain, President S P Jain

## IN SUPPORT OF INVESTMENT

The NSW Government's economic development agency is your first point of contact for advice on doing business in NSW.

We provide:

- information to assist business planning
- intermediary support with telecommunications, recruitment, training, property and other business service providers
- help with site selection and advice on issues affecting projects
- assistance with government regulations and approval processes
- advocacy within government
- introductions to business and industry associations and networks
- introductions to exporters and potential suppliers to Indian markets
- other support on a case-by-case basis.

**NSW TRADE AND INVESTMENT**

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