

**TRADE AND INVESTMENT MISSION TO HONG KONG AND CHINA BY
THE HONOURABLE STUART AYRES MP
MINISTER FOR TRADE, TOURISM AND MAJOR EVENTS
MINISTER FOR SPORT
13-21 AUGUST 2015
POST MISSION REPORT**

MISSION PURPOSE

China is NSW's largest bilateral merchandise trading partner and trade is growing strongly. Bilateral merchandise trade between NSW and China was worth A\$30.3 billion in 2013/14, an increase of 48% since 2008-09. China is one of the NSW Government's priority markets as there is potential for significant growth in bilateral trade over the next decade with the signing of the China-Australia Free Trade Agreement (ChAFTA).

Hong Kong is the 14th largest merchandise export market for NSW, with exports from NSW to Hong Kong valued at AUD\$500 million in 2013/14.

Consistent with the *NSW International Engagement Strategy (2013)*, the Minister's Mission to Hong Kong and China aimed to:

- Promote NSW capabilities in priority sectors to a priority international market
- Support and profile NSW exporters
- Attract and facilitate foreign direct investment into NSW
- Grow Chinese tourism visitation to NSW

MISSION DESCRIPTION

The Minister visited three cities as part of this mission to promote trade and investment opportunities.

Hong Kong, 14-15 August 2015

The Minister attended the Hong Kong Trade Development Council (HKTDC) Food Expo where 12 NSW food producers exhibited their quality produce to key Asian buyers (refer to appendix A for full list of delegates). The NSW Government hosted a NSW Gala Dinner where the exhibitors and NSW food and wine were showcase to over 80 Asian buyers and key media.

Also in Hong Kong the Minister met with Crown Wine Cellars to discuss opportunities to increase NSW wine penetration across mainland China and attended a meeting with key Hong Kong businesses and investors.

Guangzhou, China, 16-17 August 2015

The Minister visited Guangdong, a Sister State of NSW where he met with the Vice-Governor of Guangdong and the Guangdong Department of Commerce to discuss next year's Joint Economic Meeting (JEM) and future investment opportunities.

The theme of the promoting quality NSW produce continued in Guangzhou with the launch of Australia's Oyster Coast (AOC) at a reception which was hosted by the

Australian Consul General in Guangzhou. The AOC encompasses 45 leading Australian oyster growers across eight estuaries south of Sydney.

The Minister also promoted 10 leading NSW edutech companies as part of a week-long StudyNSW edutech startup mission which took in the cities of Guangzhou, Shenzhen, Shanghai and Beijing (refer to appendix B for full list of delegates). A high level meeting with China Southern was held to discuss the relationship between the airline and DNSW.

Shanghai, China, 18-20 August 2015

In Shanghai the Minister attended the Shanghai leg of the StudyNSW edutech mission. The Minister promoted NSW as a tourism destination to 30 key travel agents from South China.

Key meetings with leading Chinese businesses with investment and export interests including: Greenland Group, China Eastern Airlines, Shanghai Yiguo E-Commerce, China Union Pay and China Development Bank.

The mission concluded with the launch of the NSW Business Chamber's Export Growth China Program which will help Australian SME's export their products and services to China.

KEY OUCTOMES

1) Food and beverage export deals secured

The 12 NSW exhibitors at the NSW stand during the HKTDC Food Expo all reported exceptional positive feedback from their participation. Most companies are expecting to sign contracts from all over Asia as a result of their participation. The companies which have secured contracts are now introducing other NSW food producers to buyers which will provide a multiplier effect for NSW agri-industry.

As a result of the Guangzhou launch at the Australian Consul General's AOC has secured a number of new customers obtained or at advanced stage of negotiations, including restaurants, high end hotels, airlines, e-commerce providers and distributors.

The launch of the NSW Business Chamber's Export Growth China Program featured the Chamber signing an MOU with the China Council for the Promotion of International Trade. The program will help NSW SME's export their products and services to China and will soon include a Product Display Showroom in Shanghai where Australian products will be showcased to influential Chinese importers and consumers.

2) Promotion of NSW edutech expertise and capabilities

During a weeklong StudyNSW edutech mission which took in the cities of Guangzhou, Shenzhen, Shanghai and Beijing 10 leading NSW edutech companies were profiled to key Chinese investors and potential business partners. One company, Inkerz signed two Memorandums of Understanding

(MOU) with Chinese companies Shenzhen Yifang Digital Technology and Shijiazhuang Dazhong Network Communication to promote and distribute Inkerz in China.

3) Promotion of investment opportunities in NSW

Meetings were held with key current and potential investors including members of the Shanghai Federation of Industry & Commerce. The NSW Government Trade & Investment Offices in Guangzhou and Shanghai will identify potential investment leads for NSW to follow up.

4) Promotion of Sydney as tourism destination

The Minister signed an MOU between Destination NSW and Ctrip, China's number one online travel agency, with over 250 million registered users. The partnership will allow DNSW to deliver multiple campaigns with Ctrip over the next two years. Following on from this a promotional lunch with leading Chinese travel agents

Meetings with key airlines included China Southern and China Eastern Airlines help solidify the relationship with the NSW Government.

DELEGATION

The Honourable Stuart AYRES, MP
Minister for Trade, Tourism and Major Events, and Minister for Sport

Accompanied by:

Mr Chris Hall
Chief of Staff
Office of the Minister

Mr Duncan Challen
Executive Director, International Trade and Investment
NSW Department of Premier and Cabinet

Ms Margaret Jack
Board Member
Destination NSW

Based in China:

Ms Cher Jones,
Trade & Investment Commissioner for South China and Hong Kong
NSW Government Trade & Investment Office, Guangzhou

Mr Tony Zhang,
Trade & Investment Commissioner for North and East China
NSW Government Trade & Investment Office, Shanghai

ESTIMATED COSTS AND DETAILS OF TRAVEL

Minister	The Hon. Stuart AYRES, MP
Portfolio	Minister for Trade, Tourism and Major Events
Destinations visited a) Countries b) Cities	a) Hong Kong and China b) Hong Kong City, Guangzhou and Shanghai
Dates of travel a) Departure date b) Return date	a) Thursday 13 August 2015 b) Friday 21 August 2015
Number of official travel days	Seven
Number of accompanying a) Minister's staff b) Government officials c) Other Delegation	a) One b) Three c) One
Accompanied by spouse a) in an official capacity b) in a private capacity c) security	Nil
Costs*	
Airfares a) Minister and Minister's staff b) Government officials	a) \$18,616.96 b) \$9,118.39
Accommodation (includes any meals/incidentals charged to room) a) Minister and Minister's staff b) Government officials	a) \$7,190.82 b) \$4,179.58
Transport a) Minister and Minister's staff b) Government officials	a) \$2,829.37 b) \$1,414.68
Official hospitality a) Minister and Minister's staff b) Government officials	a) \$1,049.84 b) \$668.86
Interpreters a) Minister and Minister's staff b) Government officials	a) \$5,134.27 b) \$2,567.14
Other expenses including	\$13,221.45

<ul style="list-style-type: none"> • gifts • photographers • meals & refreshments • brochure development & translation • media release translation & distribution • tickets to cultural sights 	
TOTAL travel costs	\$66,371.02
Currency conversion rate	<p>The exchange rate on statements ranged between:</p> <p>1 HKD: 0.174 - 0.179AUD 1RMB: 0.221 - 0.218 AUD</p>

NOTE: This information may be updated to reflect further costs should they be provided.

* This report does not include costs for data roaming, insurance, mobile phone costs or internet use.

MEETING DISCLOSURE SUMMARY

Date	Organisation/Individual	Purpose of meeting
14/8/2015	Mr Philip Yung, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism)	Reinforce the Government's commitment to working closely with Hong Kong and identify new areas of collaboration.
14/8/2015	Tour of NSW Trade Pavilion at the HKTDC Food Expo	Support the twelve NSW food exporters participating in the Expo; promote NSW food excellence to qualified buyers and distributors; and help generate export opportunities for NSW.
14/8/2015	Media Conference during HKTDC Food Expo	Address invited media to promote NSW food excellence and generate export opportunities for NSW food and food technology companies.
14/8/2015	NSW Showcase Gala Dinner during HKTDC Food Expo	Promote NSW food excellence and generate export opportunities for NSW food and food technology companies to qualified buyers and distributors, media, critics and other key stakeholders in the Hong Kong and Chinese markets.
15/8/2015	Crown Wine Cellars	Explore opportunities for increasing exports of premium NSW wines to ultra-high net worth Chinese investors. Highlight NSW wine regions and showcase NSW produces world class best wines.
15/8/2015	Hong Kong Business Leaders lunch	Profile the strength of the NSW economy and business sector to an audience of influential Hong Kong business and government leaders. Build relationships with key business and government leaders in Hong Kong and to understand the opportunities to grow trade between NSW and Hong Kong.
15/8/2015	Dah Chong Hong Holdings	Promote NSW food industry excellence to key Hong Kong food industry participant and explore opportunities to increase NSW produce being purchased via DCH.
16/8/2015	Kingold Group	Discuss investment opportunities in NSW.
16/8/2015	Welcome Reception Hosted by Australian Consul-General & Launch of Australia's Oyster Coast	Promote NSW tourism and NSW oysters organised by Australia's Oyster Coast and Hunter Valley wine.
17/8/2015	Guangdong Vice Governor	Progress plans for the 26th Joint Economic Meeting (JEM) between NSW and Guangdong Province in Guangdong in 2016 and to discuss future opportunities for cooperation in trade and investment.
17/8/2015	StudyNSW Edutech Mission (Guangzhou)	Support NSW Edutech companies seeking commercial opportunities in China market and position the state as a leading education provider and Edutech hub Through StudyNSW
17/8/2015	Guangdong Department of Commerce	Discuss the upcoming NSW-Guangdong Joint Economic Meeting to be held in Guangzhou in 2016 and identify areas of interest for promotion sectors.
17/8/2015	China Southern Airlines	A high level meeting with China Southern was held to discuss the relationship

		between the airline and DNSW.
17/8/2015	Guangzhou Investment Project	Discuss NSW health industry opportunities
18/8/2015	Shanghai Municipal Commission of Health and Family Planning	Discuss opportunities for collaboration in the health sector between NSW and Shanghai.
18/8/2015	Shanghai Vice Mayor	Strengthen the NSW-Shanghai bilateral relationship and discuss opportunities for future collaboration.
18/8/2015	Ctrip MOU Signing	Sign a Memorandum of Understanding (MOU) with Ctrip and formalise the successful partnership between Destination NSW and Ctrip over the past two years.
18/8/2015	Tourism lunch	Promote NSW tourism to influential Chinese tourism agents.
18/8/2015	Greenland Business Group	To discuss opportunities for Greenland to invest in NSW and import premium and quality NSW produce.
18/8/2015	China Eastern Airlines	To build on the longstanding relationship with China Eastern Airlines.
19/8/2015	AustCham Shanghai breakfast	Receive briefing on opportunities to increase NSW-China trade and investment from Australian industry leaders in Shanghai.
19/8/2015	StudyNSW Edutech Mission (Shanghai)	Support NSW Edutech companies seeking commercial opportunities in China market and position the state as a leading education provider and Edutech hub Through StudyNSW
19/8/2015	Shanghai Federation of Industry and Commerce	To encourage Shanghai Federation of Industry & Commerce to consider NSW as investment destination for their Australian operations.
19/8/2015	Shanghai Yiguo E-Commerce	To discuss opportunities for Yiguo to import NSW fresh produce.
19/8/2015	Shanghai Foreign Affairs Office	Strengthen the NSW-Shanghai bilateral relationship and discuss opportunities for future collaboration.
20/8/2015	China Union Pay	To contribute to maintaining a strong working relationship with UnionPay International.
20/8/2015	China Development Bank	Promote Sydney as a preferred investment destination for Chinese investors.
20/8/2015	Export Growth China Program launch	Launch the Export Growth China Program, the first ever global initiative undertaken by NSW Business Chamber and the National Chamber movement to help small and medium enterprises (SMEs) export to China.

NSW EXHIBITORS AT HKTDC FOOD EXPO

APPENDIX A

#	Company name	About
1	Alpine Berry Farm	Alpine Berry Farm is a family owned and operated food manufacturer that produce a range of award winning, premium caramelised balsamic vinegars.
2	Australia's Oyster Coast (AOC)	AOC's shareholders include 45 of Australia's leading oyster growers who produce high quality oysters in some of the world's cleanest waters.
3	CocoRoselle	With 9% of the world's population has diabetes. A high fibre, low GI diet is scientifically proven to assist in the management of this growing health issue. CocoRoselle has developed a comprehensive range of products that are both high in fibre and low GI.
4	Food to Nourish / BioNourish	Food to Nourish Australia is dedicated to producing nutrient dense organic health foods. The home-made range is free from gluten, grains and dairy. BioNourish Australia develops premium health supplements using the highest quality ingredients incorporating the most advanced naturopathic knowledge.
5	Hunter Heritage Gourmet Foods Pty Ltd	Hunter Heritage's small team of dedicated "foodies" makes a range of innovative, multi-award winning condiments which will inspire your culinary adventures, be it meat dishes, salads or desserts.
6	Indigiearth	Indigiearth is an Australian Aboriginal owned and operated business producing a premium and diverse range of Australian bushfoods. Using natural, wild harvested ingredients that have nurtured Australia's Aboriginal ancestors for thousands of years. Products include: Australian native jams, sauces, chutneys, native herbs and spices, native herbal teas and biscuits.
7	Lively Linseed Products	Lively Linseed Products is a family owned Australian company. Linseed grown on our farm is manufactured into a range of nutritional supplements and biscuits. Ground linseed is mixed with organic fruit to produce flour flavour variants which are packaged into 400g resealable pouches which can be added to any meal to increase nutritional quality.
8	Pukara Estate	Pukara Estate's Extra Virgin Olive Oils and Vinegas are amongst Australia's best, produced in the world renowned Hunter Valley wine region.
9	Rylstone Australian Organic + Extra Virgin Olive Oils	Rylstone Australian Organic and Extra Virgin Olive Oils are produced in the beautiful Central Tablelands of NSW. This exceptional range of internationally award olive oils are made with balance, harmony and a dedication to enhancing healthy brain and heart

		function.
10	Vince Russell's Nut Butter Mill	Vince Russell's Nut Butter Mills make smooth, medium and crunchy spreadable nut butter from peanut, hazelnut, cashews, macadamia, almond and brazil nuts, 100% pure, NO additives,
11	Wine In A Glass	Wine In A Glass is an Australian owned company, on the banks of the Murray River, manufacturing premium, single serve, pre-filled wine glasses. Made from high quality, 100% food grade PET, the glass gives the look and feel of a real wine glass and is filled with either sauvignon blanc, moscato, chardonnay, merlot, cabernet sauvignon and shiraz.
12	YesYouCan	SalDoce Fine Foods is a family owned Australian company manufacturing allergen sensitive and healthy foods, catering for people with diabetes, gluten intolerance, dairy and nut allergies. Our YesYouCan brand offers easy to prepare baking mixes such as: breads, cakes and pancakes, pizza base, flours, muffins, cupcakes, snacks and line of low Sodium salts.

STUDYNSW EDUTECH MISSION PARTICIPANTS
APPENDIX B

#	Company name	About
1	Chatty Kidz	An online educational platform which engages children to "read, learn, create and communicate " through books, an effective tool for teachers to provide guided reading and track students' reading progress, and an ideal digital reading library for schools with well-leveled English books.
2	Composerright	ComWriter® is a fully-featured cloud-based word processor, designed to improve the productivity of teachers and students in higher education.
3	ELLA	ELLA helps teachers spot latest professional learning trends and provides personalized recommendations based on their prole and aspirations to make the biggest impact on their teaching practice and careers.
4	Funetics	This system is a 'Digital Tutor' - it can be used for all ages, is available on phone tablets, and computers 24/7 and can be customised to suit individual/group interests and preferences. It is also flexible and durable enough to be embedded into any third party content but can also be used a standalone Learning Management System (LMS).
5	Inkerz	Inkerz, the world-first patent-pending web collaboration platform that captures traditional pen & paper handwriting. Numerous individuals can connect with each other in a way they are mostly used to, by seeing contents and graphs they write or draw on the paper being instantly appeared on the computer screen.
6	Intersective	Intersective helps educators manage work integrated learning projects. The cloud project learning platform, Practera, saves educators time and improves outcomes for their students and project sponsors/employers. It uses patent-pending technology to enable real-time support and intervention of issues before student learning or employer satisfaction are impacted.
7	Koala Academy	Koala Academy is a mobile social games platform for children in China aged 4 to 9 to help them excel at school. Using fun and engaging educational games, Koala Academy employs highly innovative adaptive learning and neuroplastic techniques for effective, entertaining and efficient learning.
8	Learn Cube	LearnCube makes it really easy for language educators to teach online. This blended learning solution combines the benefits of live classes and self-paced interactive courses, increasing business prot margins and improving outcomes for students.

9	Literatu	Literatu is an adaptive teaching and learning platform for K-12 schools. Using Literatu, teachers quickly transition current formative assessment activities into live-in-class, interactive engagements. For any level, language and subject, teachers have access to live learning data enabling them to meet students at their point of need, quicker.
10	Skwirk Online Education	Skwirk is a ground breaking online learning portal for primary and secondary school students. Covering multiple subjects, we are now used by over 19,000 teachers, 280,000 students and in over 1200 schools.