



EXPORT ASSIST

Solutions for Export Management

EXPORT NEWS

Issue 5, September 2009

WINE EXPORTS

The Australian Wine & Brandy Corporation have released their Wine Export Approval Report for the year ending 30th June 2009.

The volume of Australian Wine exports grew by 6% to 750 million litres. The average price fell by 15% to \$3.24 per litre, resulting in a 10% fall in total value to \$2.43 billion.

Source: www.wineaustralia.com

QUICK STAT

In 2008, Australia's was India's 11th largest source of imports, accounting for 3.1% of total imports into India.

Source: www.dfat.gov.au

Welcome to the latest edition of Export News. Winter is finally over, footy finals are here, and Christmas is fast approaching, yet again! Another year has flown by, I have a little less hair (if that is possible), and despite the world doom and gloom, I am still hearing plenty of good new stories. Many small companies that I have been speaking to and working with are starting their export journey, visiting markets, and are relatively positive about future growth.

Export volumes are obviously down in some industries, however the optimism of many people is encouraging. Someone said to me recently "it could be worse, I could be a Australian cricketer." and I guess there is merit in that considering their recent Ashes loss. Bring back Warne, Gilchrist and Hayden I say.

I have been busy recently getting ready to launch a new service "My Export Manager." We have developed this to provide small exporters with a dedicated Export Manager for all of their export operations. To do this we have developed a strategic alliance with TridentGLOBAL, a market leader in Export Management software allowing us to deliver a solution to smaller exporters at a very competitive price. Further information is available on Page 3 of the newsletter. Please contact us if you would like Export Assist to be Your Export Manager.

All the best for the remainder of 2009

Cheers

Darren White

ALL FRESH EXPORTS AUSTRALIA: Calling Food & Wine Producers

With more than 25 years direct produce trading experience, All Fresh Exports Australia is a unique, newly developed export business, created by the combination of a very successful, nationally branded produce brokerage, market trading operations and a significant number of key Australian National Food Service supply groups.

The result of this partnership is a singular, dynamic, high capacity, professional and well valued Australian food services export trading house. Tailored to meet the much defined expectations of customers familiar with Australia's highest standards of produce freshness, quality and value, All Fresh Exports Australia has been designed to provide exceptional delivery capacities to their overseas customers through timely, responsive and responsible services.

All Fresh Exports Australia offer an exceptional commitment to locating, sourcing and producing supplier solutions to meet the demands and expectations of overseas food services professionals. The synergies of All Fresh Exports Australia are reflected in their exceptional access to the very best of Australia's produce and food service suppliers. They acknowledge their growers, suppliers and producers, as they present their products and services to the world market.

All Fresh Exports Australia are interested in developing strategic relationships with South Australian food & wine companies who like to use their unique business model as a platform for entering the overseas markets. For further information please contact Darren White at Export Assist or Stephen Goodall, Managing Director of All Fresh Exports Australia on 0409 010 888 or email stephen.goodall@allfreshexportsaustralia.com.au. Further information is available at www.allfreshexportsaustralia.com.au

www.exportassist.com.au





DONT “WATER DOWN” YOUR PROFITS

Your cargo has been manufactured, carefully packed and shipped great distances to your client in an overseas market who is waiting eagerly for your product. As their warehouse staff unlock the shipping container, a steady trickle of water runs out, onto the warehouse floor. The stale smell of mould permeates the air and that’s when they see – your product is completely spoiled. When you get the phone call from your distressed client you instantly appreciate that moisture is a real issue for sea shipments.

If you have ever opened a shipping container only to find your cargo rusted, mouldy or dripping with water, you can readily appreciate the dangers of moisture in container transport. Most cases of moisture damage are far less severe – peeling labels, spotted surfaces or soggy packaging- but are nonetheless unacceptable. Every year thousands of shipments arrive damaged, causing losses of millions of dollars from client stock claims, as well as additional costs for handling and administration. And in most cases such damage is not even covered by the insurance.



The main cause of moisture damage in container transport is the simple fact that warm air can hold more moisture than cold air. Take the dewy grass in the morning after a cool summer night as an example. Moisture gets into the air in the container from the outside or by evaporation from the cargo. When the temperature in the container changes or there is a difference in temperatures between different parts of the cargo, damaging moisture conditions arise.

Moisture is great for chocolate cake, but not for Sea Containers!

Moisture damage happens even where there is no condensation. Many grades of steel will start to corrode at a relative humidity of about 70%. Mould growth could begin after even a brief period over 80%. The only remedy is to keep the air inside the container dry. The first thing to do is to ensure that the cargo and all the packaging are as dry as possible. A wet container floor or some pallets stored in the rain may be enough to ruin your cargo.

No container is airtight. Whatever you do, it will “breathe” as a result of temperature cycles. When the air inside the container cools, the pressure drops. Air and moisture moves in from the outside to equalize the pressure. The opposite happens when the air inside the container heats up, but it is easy to show how a repeating cycle of breathing can cause a buildup of moisture inside the container, especially if there is absorbing packing materials. Using a container with good seals and vents taped shut will slow down, but not stop the “container breathing”.

Substances that remove moisture from the air are called “**Desiccants**”. There are many different kinds of desiccants, however those based on Calcium Chloride, have a vigorous absorption over a large temperature range. The important thing to remember is that there is always a risk of moisture damage in your next shipment, and it is worth considering a moisture protection program that will prevent the build up of moisture in the air.

The design of an efficient moisture protection program requires finding the most economic balance between packaging, container desiccants and in-packaging desiccants, taking into account not only the individual package, but how it is packed and combined throughout the logistic chain.

For the cost of a couple cups of coffee, Calcium Chloride Desiccants will protect hundreds of thousands of dollars in stock and materials.

Absortech Australia have kindly provided the above information on how to protect your cargo against moisture damage. For more information please call Yolanda at Absortech Australia on 0406936575 or see their website www.absortechaustralia.com





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My Export Manager

What is it? Think of Export Assist as Your Export Manager. We manage all of your export operations, including:

- ⇒ Compliance: Customs, Quarantine and other permit applications, including Australian Wine & Brandy Corporation
- ⇒ Co-ordination with freight forwarders and other third parties
- ⇒ Export Documentation

Who is it for? Exporters from a range of industries including wine, food, agriculture and manufacturing. Typically for exports shipping under 10 consignments per month.

Why use it? Think of us as an employee, who knows and understands your business:

- ⇒ Experience: An experienced Export Manager working for you
- ⇒ Reduce overheads: No need to employ extra staff to manage your exports
- ⇒ Fixed costs: A fixed management cost per shipment
- ⇒ Integrated Supply Chain: We work with all your other suppliers to ensure your goods are shipped on time.
- ⇒ Guarantee: We guarantee the quality of our service

Let Export Assist be Your Export Manager

Events & Workshops

**Australian Institute of Export: Export Procedures Course
Adelaide
15th to 17th September 2009**

Darren White, along with other guest presenters will be presenting this course on behalf of the Australian Institute of Export. This 3 day course is presented in a concise format providing participants with current facts, regulations and advice on exporting tangible products from Australia.

The course is suitable for those who are either considering the export option or upgrading your industry skills.

For further information contact Export Assist or the Australian Institute of Export on 1300 361 526 or visit www.aiex.com.au

**2009 Business SA Export Awards Presentation
National Wine Centre
October 21st 2009, 12:15 to 2:00pm**

The 2009 Business SA Export Awards winners will be presented at a luncheon at the National Wine Centre.

For more information contact Amy Clark at Business SA on 8300 0083 or email amyc@business-sa.com

Export Assist™ is a member of the following organisations:

- ⇒ *Exporters Club*
- ⇒ *South Australian Freight Council*
- ⇒ *Australia India Business Council*
- ⇒ *Australia Indonesia Business Council*
- ⇒ *Business SA*
- ⇒ *Inner Southern BEC*
- ⇒ *Inner West BEC*
- ⇒ *Wine Industry Suppliers Australia*

Export Assist™ is pleased to be associated with the Barossa & Light Regional Development Board

Export Assist™ is a sponsor the South Australian Wine Industry Association



Trade Missions

Business SA and the Australia India Business Council (AIBC) are leading a delegation to India in October this year.

The mission will be led by Brian Hayes QC, who is the National President of the AIBC and SA Government's special envoy to India and Penny Gale of Business SA.

For further information contact Marissa Fawcett at Business SA on 8300 0087 or email marissaf@business-sa.com



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No warranty is provided for the information contained within this newsletter. We recommend you contact Export Assist™ to discuss your individual situation.