



# EXPORT ASSIST

## Solutions for Export Management

### EXPORT NEWS

Issue 6, December 2009

#### WINE EXPORTS

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

*The volume of Australian Wine exports grew by 8% to 758 million litres, with a total value of \$2.4 billion.*

*China remains the biggest growth market with value of wine exports up A\$50m to A\$115m.*

Source: [www.wineaustralia.com](http://www.wineaustralia.com)

What a year! As I write the final Export News of 2009, I ask what are the major highlights, and lowlights of 2009. Who has been the biggest name? Who has made the biggest blunder? And how have exporters fared in 2009?

Wang Wang and Funi seem to be the biggest names in Adelaide at the moment. It seems their enclosure is worth just as much as the proposed revamp of Adelaide Oval. With the increased attendances at the Zoo, they could probably look at a naming rights sponsorship of the cash strapped Port Adelaide Football Club. The Port Panda's has a great ring to it—we will just need to convince Zoo staff to paint a teal stripe on their faces.

For the the biggest blunder, where do you start? Tiger Woods and his alleged multiple indiscretions? Malcolm Turnbull on ETS? Or the Adelaide Crows for finishing their new facility at AAMI stadium just before the announcement their matches will be moving to Adelaide Oval.

For our exporters and Australian business in general, the year has had its ups and downs. Despite the gloom, the statistics shows that Australia is still faring pretty well. We haven't gone into recession, and exports to most of our major trading partners are still strong. The following page gives some insight into the value of exports with our major trading partners throughout the past year, and the majority are still growing. In addition, the GDP growth of economies such as India and China should also provide some further promise for Australian exporters.

In other positive news throughout the year the federal government allocated an extra \$50m into the EMDG scheme to support our exporters who are out there knocking on doors on a daily basis. The ASEAN-Australia-New Free Trade Agreement was also signed during the year and will come into effect on 1st January 2010. The FTA is Australia's largest and will account for approximately 20% of Australia's two way trade, ultimately eliminating tariffs on 96% of our exports. On the down side, after hovering in the mid 60's earlier in the year the Australian Dollar is once again back in the 90's and continuing to challenge our exporters.

I would like to wish everyone a Merry Christmas and a Safe and Happy New Year. All the best for 2010.

Cheers

*Darren White*



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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**



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## THE YEAR IN REVIEW

### Exports remain strong

Australia's top 10 export countries

#### Value of Australian Merchandise Exports & GDP

Growth  
2008-09

	Value *	Increase *	GDP Growth**
Japan	\$52.6b	+\$17.6b	-4.50%
China	\$39.3b	+\$12.3b	8.90%
Korea	\$19.2b	+\$5.0b	0.90%
India	\$15.4b	+\$6.1b	7.90%
USA	\$11.6b	+\$1.0b	-2.50%
UK	\$11.5b	+\$3.2b	-5.10%
NZ	\$8.5b	-\$1.0b	-2.10%
Taiwan	\$8.1b	+\$1.7b	-3.40%
Singapore	\$5.5b	+\$291m	0.60%
Thailand	\$4.9b	+\$302m	-2.80%

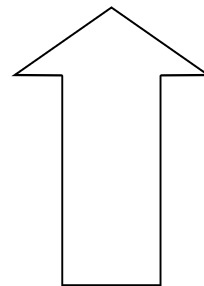
Source:

\* [www.dfat.gov.au](http://www.dfat.gov.au)

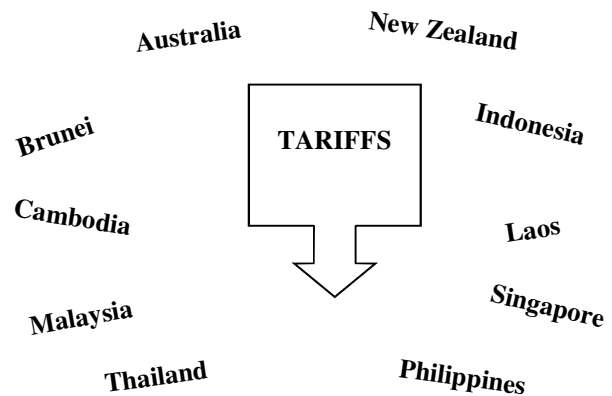
\*\* [www.tradingeconomics.com](http://www.tradingeconomics.com)

### More funds for EMDG

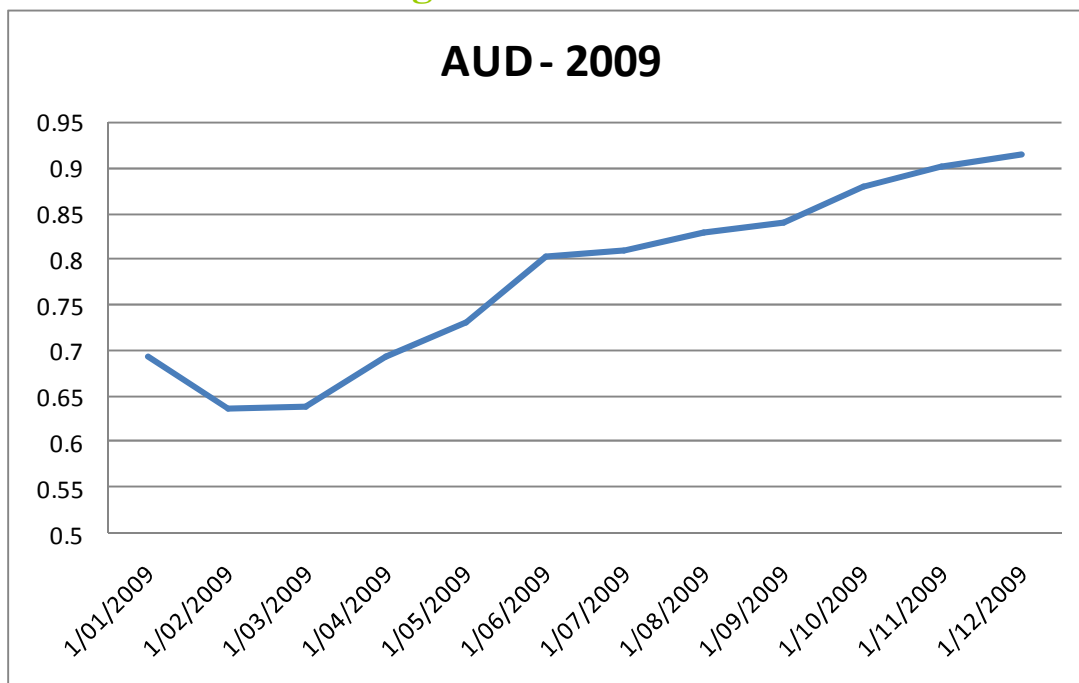
\$50 million



### ASEAN-Australia-NZ FTA



### The rising Australian Dollar





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## Trade Shows

### TASTE INDIA

January 28th to 30th 2010, Mumbai, India

The international Wine, Food, Spirits & Hospitality Trade Fair in India

[www.taste-expo.com](http://www.taste-expo.com)

### GULF FOOD 2010

21st to 24th February 2010, Dubai, UAE

The Middle East's largest dedicated exhibition for the food service and hospitality sectors

[www.gulffood.com](http://www.gulffood.com)

### FOOD HOTEL ASIA

April 20th to 23rd 2010, Singapore

The 17th International Exhibition of Food & Drinks

[www.food-asia.com](http://www.food-asia.com)

### SEOUL FOOD & HOTEL

May 12th to 15th 2010, Seoul, Korea

Korea's longest established food trade show

[www.seoulfood.or.kr](http://www.seoulfood.or.kr)

## Courses

### Australian Institute of Export: Courses 2010

The Australian Institute of Export have released their 2010 course schedule which includes the following courses in Adelaide:

#### Understanding Documentary Credits

29th April 2010

#### Export Procedures Course

May 11th to 13th 2010

#### Import Procedures Course

June 22nd to 23rd 2010

#### Export Procedures Course

September 14th to 16th 2010

For further information contact Cherie Matsuki at the Australian Institute of Export

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Export Assist™ is a member of the following organisations:

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

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



**MERRY CHRISTMAS  
& A HAPPY NEW YEAR**



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