



# Australian International Trade Association & Associates

New Zealand International Exchange Center LTD

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## AITA & Associates' APEC 2014 Trade Mission opens new chapter in China Australia friendship and cooperation

**Investments and mergers, investment promotion, friendship cities, trade contacts, culture and education exchanges among others**

### APEC SMETC Trade Mission to China 2014

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### Support and Congratulatory Messages

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### Now it's time to make business: Aboriginal Communities in China with AITA & Associates

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### *APEC SMETC Trade Mission to China Delegation*

*Beijing Tongzhou District and Yarrabah signing Friendship City Agreement*

### Face-To-Face talk with Chinese investors: the great opportunity offered by AITA & Associates

The entire trade mission focused on the promotion of Australia, particularly, Aboriginal Communities and areas, during the APEC SME Technology Conference, and also during the investment Seminars organized by AITA & Associates held in Yingtan and Nanchang in cooperation with Jiangxi Department of Trade and Jiangxi Chamber of Commerce, and in Beijing in cooperation with Changping District.

### Chinese-Australian Culture and Education Exchange

On 24th June 2014, CEO of AITA & Associates, Michael Guo together with the delegation had a meeting with the Director of Jiangxi Province Department of Culture Foreign Cultural Liaison Office, Deng Zezhou and the Curator of Jiangxi Provincial Museum Peng Yinshikun. Members of the delegation, included four city councilors from Australian aboriginal communities, who made presentations on Australian aboriginal economy, culture and other related aspects.

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### Fact-Finding Trips: Chinese investors going to Australia

Potential Investors are now interested in visiting Australia for following up with investment projects.

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# New Chapter: Australasia-SinoFriendship and Cooperation

Australian delegation attending the 8<sup>th</sup> APEC SMETC



**Members of the Australian delegation attending the APEC SMETC Expo**

Yiwu, Zhejiang Province - China

## The 8<sup>th</sup> APEC Small Medium Enterprises Technology Conference 2014

The 2014 Asian Pacific Economic Cooperation (APEC) Small and Medium Enterprises Technology Conference and Fair (APEC SMETC) was successfully held in China from June 19-21. APEC is the most important economic forum in the ASIA-Pacific and an active driver of open trade and investment. The APEC SMETC represents an important forum dedicated to providing a platform for APEC member economies to showcase new technologies and products, as well as promoting the technological communication and economic cooperation among SMEs in the region.

This year's conference was hosted by the Ministry of Industry and Information Technology of PRC, Zhejiang Provincial People's Government and organized by Zhejiang Provincial Economic and Information Commission, Yiwu Government China International Cooperation Association, SME Promotion Center for SMEDevelopment of Ministry of Industry and Information Technology.

The event was co-organized by the APEC SME Working Group and supported by AITA & Associates.

The conference was held in Yiwu, a prosperous market city in Zhejiang Province.

### APEC SMETC Trade Mission to China 2014

As part of efforts to strengthen ties between China and Australia and encourage more economic cooperation in various sectors of the economy, AITA & Associates organized a Trade Mission to the Conference and key on the agenda was attracting investments into Australian Aboriginal Communities. This year's Trade Mission was held from June 19-27.

The active involvement of AITA & Associates was among others, aimed at drawing more participants to the fair, while also helping to provide a forum to explore areas of Australasia-Sino cooperation. For this reason, three investment seminars were organized by Mr. Michael Guo, CEO of AITA & Associates.

As the co-organizer, AITA & Associates led a big delegation to the 8th APEC SME Technology Conference and Exhibition

This year's conference fostered important friendly exchanges and meetings among participants.

The delegation was made up of more than 12 people, comprised of 5 Aboriginal Shire Councils and corporations from Queensland and a councilor from Liverpool City Council and the Director of Hunter Tafe of NSW. The Honorable Member of the Queensland Parliament, Mr. Ted Malone, together with the Mayor of Yarrabah Aboriginal Council, Mr. Errol Neal, led the delegation to China and represented the Aboriginal Communities.

The members of the delegation from Australia and New Zealand were not only interested in import and export trade but were also keen about attracting investment into their countries and communities.

## **Support and Congratulatory Messages**

*A Trade Mission recognized and supported by the Prime Minister and the biggest Australian organizations.*

The APEC SMETC 2014 received a message of support from the Australian Prime Minister, Tony Abbott who hailed the contribution of the organizers and described the conference as “an opportunity for businesses throughout the APEC Region to form greater commercial ties and engage in more international trade”.

The Premier of NSW, Mike Baird also in a solidarity message, said, the government of NSW considered China a priority market and was “committed to building on the fantastic cultural links between China and Australia”.

The Australia Chamber of Commerce and Industry (ACCI) also sent a message of support. APEC SMETC 2014 also received support from the Australia-China Business Council, ACT Exporters’ Network, Australia Information Industry Association and eLearning Industry Association.



***Deputy Mayor of Yingtan Local Government  
Directors of Foreign Affairs of Yingtan and Yiwu City  
received APEC SMETC delegation***

## **Face-To-Face talk with Chineseinvestors: the great opportunity offered by AITA & Associates**

*AITA & Associates organized for the Australian Attendances of APEC SMETC Trade Mission, investment seminars attended by 200 Chinese investors.*

The entire trade mission focused on the promotion of Australia, particularly, Aboriginal Communities and areas, during the APEC SME Technology Conference, and also during the investment Seminars organized by AITA & Associates held in Yingtan and Nanchang in cooperation with Jiangxi Department of Trade and Jiangxi Chamber of Commerce, and in Beijing in cooperation with Changping District.

The delegation attended separate Australia-New Zealand investment, merger, real-estate project promotion seminars in Yiwu in Zhejiang Province; Nanchang in Jiangxi Province and also in Beijing.

The seminar in Yiwu was jointly organized by CCPTI Yiwu and AITA. The seminars were attended by more than 200 businessmen and Chinese Investors from big industry groups and private companies, who are seeking investment opportunities overseas, mainly in Australia and New Zealand.

The Australian delegates had the great opportunity to promote their attractive areas, and talk face-to-face with the potential investors about the projects which are seeking for overseas and private funds in order to be developed.

The industries mostly promoted were: tourism, mining, agriculture and green construction.

In Nanchang, AITA together with Jiangxi Association of Industry and Commerce, and the Jiangxi Commerce Department held two seminars, and separately held friendly meetings with the foreign office of Yingtan in Yingtan, with Shangrao Association of Industry and Commerce in Shangrao. In Beijing, AITA also organized a seminar.



## Official reception in Yiwu, Yingtan, Nanchang and Beijing

*The Australian delegation was received by the Chinese local governments, Departments of Trade and Chamber of Commerce of Yiwu, Yingtan, Nanchang and Beijing City*

The business trip included several meetings with Chinese business leaders and key government officials to discuss ways in which the Chinese and Australian cities represented by the delegates can enhance the cooperation.



The delegation included stops at Yiwu, in which the APEC SME Technology Conference was held. In Yiwu, the delegation was received by the Foreign Affairs Department.

Always in Yiwu the delegation attended the APEC SME Financing Summit Session and the SME Innovation Financing and Investment Matchmaking Forum.

In Yingtan, AITA & Associates organized a reception with the Yingtan Foreign Affairs Department and Networking Luncheon attend by the Deputy Mayor of Yingtan City.

Officials from Jiangxi Provincial government and Jianxi Department of Foreign Affairs received the Australian delegation in Nanchang, capital City of Jianxi Province and the Federation of Industry and Commerce. Hon. George Malone MP and the delegation were guests at a networking dinner hosted by the Federation of Industry and Commerce.

Also in Beijing, the delegation was received by Chaping District and the Department of Foreign Affairs of Shunyi.

The Trade Mission has allowed participants to discuss important issues for the Australian economy.



## Now it's time to make business: Aboriginal Communities in China with AITA & Associates

*Land owners are ready for  
attracting overseas investments*

The Mayor of Yarrabah, Mayor Errol Neal and other members from the Aboriginal Community said they were expecting Yarrabah's large ecologically synthesized land project to attract the desired investment from China.

Yarrabah's delegation also laid more emphasis on building friendship city relationships with China.

They indicated that they were keen about attracting potential Chinese investors to help develop Yarrabah. Yarrabah's construction industry has witnessed immense development in recent years and there are expectations that massive investments in infrastructural projects will help further develop Yarrabah.

Local governments have also increased development stake of indigenous residents in order to share economic gains with them.



# APEC SMETC Trade Mission achievements

## **Signing Ceremony of Friendly Cities Agreement**

In Jiangxi, Yangtan and Yarrabah signed China-Australia Friendship City Agreement; In Beijing, Yarrabah and Beijing Tongzhou District made a Friendship City Agreement, and North Stradbroke Island city council signed Friendship city Agreement with Guangxi Wuzhou.

Also Secretary-General of All-China Federation of Industry & Commerce Beautyculture & Cosmetic Chamber,Zhang Tiejin; Director of Gansu Health and Family Planning Commission, Li Sumei; Vice Chairman of Gansu Chamber of International Commerce, Wu Xiali; Chairman of Anhui Feed Industry Association, Ji Xuefen; General Manager of Shandong Dezhou Heshan Ecological Agriculture Co. Ltd. Zhou Chao and CEO of AITA Michael Guo signed Friendship and Cooperation Agreements separately.

## **Fact-Finding Trips: Chinese investors going to Australia**

*Potential Investors are now interested in visiting Australia for following up with investment projects*

Through the Investment Seminars a number of private investors and companies were interested in having a better understanding of the investment projects in the following areas:

- Mining;
- Dairy cattle;
- Power plant construction;
- Winery.

In addition, a Chinese company would like to be listed in the Australian Share Market.

The potential investors are already planning their fact-finding trip to Australia for 2015.



*Palm Island and Wuzhou City*



*Yarrabah Shire and Tongzhou District*



*Hon. George Malone Speech in Beijing*



*Signing Ceremony Agreement*

## **Chinese-Australian Culture and Education Exchange**

On 24<sup>th</sup> June 2014, CEO of AITA & Associates, Michael Guo together with the delegation had a meeting with the Director of Jiangxi Province Department of Culture Foreign Cultural Liaison Office, Deng Zezhou and the Curator of Jiangxi Provincial Museum Peng Yinshikun. Members of the delegation, included four city councilors from Australian aboriginal communities, who made presentations on Australian aboriginal economy, culture and other related aspects.

The Chinese side communicated their desire to have an experience of Australian Aboriginal culture such as aboriginal dance, art etc. All members of the Australian delegation paid very special attention to this interest. They indicated that Australian Cultural Council supported strongly Aboriginal Culture, and planned to organize an Australian aboriginal culture delegation next year. They intended to combine Australian aboriginal culture with Chinese museum culture and hold a “China-Australia Cultural Exchange Exhibition”. This meeting promoted Chinese-Australian understanding and communication of culture tourism, cultural heritage, national culture, cultural relics (museum) etc., and provided a thorough understanding on culture and education development.

## **Chinese-Australian Medical Cooperation**

This delegation included not only representatives from the Commerce Department, Merchants Bureau and International Trading Department but also some hospital directors. At the meeting, they sought cooperation with the delegation, and communicated plans to introduce Australian medical experts, hold regular medical academic activities, visit Australia for exchange programs and also to carry out on-the-spot research.

## Conclusion

Throughout the period the 2014 APEC Trade Mission delegation attended the 8<sup>th</sup> APEC SME Technology Conference and Exhibition, there were several meetings that cut across all business and economic sectors including overseas investment, mergers and cooperation, real-estate, investment promotion, friendship cities, trade contacts, education contacts, culture docking, science and technology exchange programs and also exchange program and cooperation in the medical field.

This delegation was made up of high caliber professionals and government representatives and attracted media report and attention in Australia (in Cairns). In China, although the delegation only visited Yiwu, Jiangxi and Beijing, the government and enterprises from all cities in Jiangxi Province took part in the seminars and other activities.

In Beijing, the government officers and enterprise leaders from Hebei, Gansu, Henan, Shandong, Shaanxi, Shanxi and Guangxi took advantage of this opportunity to hold discussions with the delegation. During the 2014 APEC Trade Mission seminars and activities, AITA facilitated discussions and signing of agreements among participants from Australia and China in all kinds of fields. Significant contributions were made in the area of exchange and cooperation programs.

Chinese investors and Chinese local governments are planning will visit Queensland's city councils Australia and strengthen the relationship among the cities. AITA remains committed to such noble projects and will continue to champion mutually beneficial Australasia-Sino relationships.

AITA & Associates would like to thank all those who attended the APEC SMETC Trade Mission to China.

Chairmen and vice chairmen from the State Administration of Grain Foreign Affairs Department;

The Supreme People's Court Foreign Affairs Department;

All-China Federation of Returned Overseas Chinese;

All-China Federation of Industry & Commerce (China International Chamber of Commerce for the Private Sector);

Shanxi Foreign Office Foreign Affairs Department;

China Association for the Promotion of International Agricultural Cooperation;

Shandong Federation of Industry & Commerce;

Shandong Commerce Department International Investment Promotion Center; All-China Federation of Industry & Commerce Beautyculture & Cosmetic; Chamber, CCPTI Shanxi and CCPTI Hebei;

Shanxi Federation of Industry & Commerce;

Gansu Chamber of International Commerce;

Gansu Health and Family Planning Commission;

Beijing Medical Doctors Association;

General Practitioners Branch;

Anhui Feed Industry Association;

CCPTI Shanxi Yangquan;

Shanxi Shuozhou Foreign and Overseas Chinese Affairs;

Guangxi Wuzhou Foreign Affairs Office;

Beijing Changping District Foreign Affairs Office;

China Center for Promotion of SME Development;

Beijing Daxing District Foreign Affairs Office;

CCPTI Shaanxi Weinan;

Beijing Tongzhou District Foreign Affairs Office.

More than 200 companies and organizations held meetings with the delegation. In an atmosphere of cordial and fruitful deliberations, both parties expressed their intention of pursuing mutually beneficial cooperation in the areas of trade, investment and friendship city cooperation in the future.

