

IT CAN HAPPEN  
IN QUEENSLAND

# Export Readiness and Fundamentals

CHECKLISTS, TEMPLATES AND EXAMPLES



**TRADE +  
INVESTMENT**  
QUEENSLAND

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# Export Fundamentals: What to Consider

## Market Research:

- Identify potential target markets. (Criteria & data informed)
- Analyse market demand, consumer preference and competition.
- Understand local customs, culture, and legal requirements.

## Regulatory Compliance:

- Research export regulations and requirements. (Barriers/costs)
- Determine if your product requires any licenses, permits or labelling changes.
- Ensure compliance with export laws, customs documentation, and declarations.

## Legal and Financial Preparation:

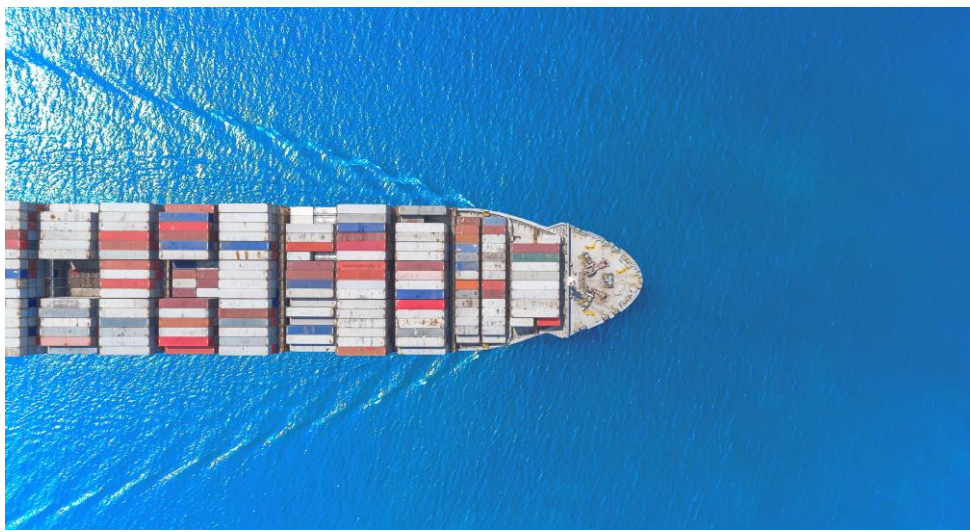
- Consult with legal and financial experts for contract negotiation
- Set up the appropriate legal structure for your export business.
- Establish export pricing, freight and logistics options and payment terms.

## Product Adaptation:

- Assess if your product needs any modifications or changes for the target market.
- Ensure product labelling, packaging, and documentation follow country requirements and local regulations.

## Logistics and Supply Chain:

- Choose suitable shipping methods (air, sea, land, etc.)
- Select reliable and skilled freight and logistics partner with export knowledge and experience.
- Establish strong and efficient partners in your supply chain for your export operations (Scalability)



# Preparing: Getting Ready to Export

## Business Plan:

- Create a comprehensive export business plan.
- Define your export objectives, strategies, and goals.
- Determine the budget, staffing and financial resources required.

## Market Entry Strategy:

- Decide on the market entry method (e.g., direct export, distributor, joint venture).
- Choose suitable marketing and sales channels.

## Product Documentation:

- Ensure your products have accurate and comprehensive documentation.
- This includes product specifications, certificates of origin, and any required licenses.

## Export Documentation:

- Familiarize yourself with the necessary export documentation (e.g., commercial invoice, bill of lading, export license).
- Verify if a customs broker or freight forwarder is required.

## Pricing and Payment Terms:

- Establish competitive pricing models for your products and/or Services
- Define payment terms and methods, including letters of credit, open account, or other financing options. (Currency exchange risk)

## Compliance and Licensing:

- Ensure all regulatory requirements are met. (both Export and Importing Market)
- Apply for any necessary export licenses or permits.

## Risk Management:

- Develop a risk management strategy to mitigate potential challenges or issues.
- Consider insurance coverage for international shipments. (Incoterms)

## Marketing and Promotion:

- Create a marketing plan for the target market.
- Localize marketing materials and campaigns as needed including language translation.
- Establish an online presence if applicable, using market specific social channels and platforms.

## Distribution and Sales Network:

- Build relationships with local distributors, importers and sales partners.
- Carefully evaluate and select potential importers, distributors and in market partners.
- Determine warehousing and distribution arrangements.

## Staff Training:

- Train or upskill your team on export regulations, cultural differences, and international business practices.
- Ensure your team is well-versed in customer service and doing business with international partners and customers.

## Quality Control:

- Implement quality control measures to meet international standards, export facility accreditation and customer expectations.

## Intellectual Property Protection:

- Protect your intellectual property rights (e.g., trademarks, patents) in the target market.
- Ensure your brand and trademark is not infringing on existing IP registrations in that country.

## Post-Sales Support:

- Develop a plan for post-sales customer service and support including a returns or faulty product policy.

*\*\* Remember that exporting can be a complex process, and seeking guidance from trade associations, government export assistance programs, and experienced export professionals can be invaluable. Adapt this checklist to your specific circumstances and stay up to date with the regulations and practices of your target market.*



## Who can help: Trade organisations and Government agencies

Businesses have access to various trade organizations and government agencies that provide support to businesses looking to export and can help with the necessary paperwork. Here are some key organizations and agencies that offer assistance in Queensland.

**Trade and Investment Queensland (TIQ):** TIQ is the Queensland Government's dedicated trade and investment promotion agency. They provide a wide range of services to assist Queensland businesses with export opportunities, market research, trade missions, and international market development. They can also provide guidance on export paperwork and documentation.

Website: [www.tiq.qld.gov.au](http://www.tiq.qld.gov.au)

**Austrade:** The Australian Trade and Investment Commission, commonly known as Austrade, is the Australian government agency responsible for promoting trade, investment, and international education. Austrade has offices in Queensland and can assist businesses with export strategies, market entry, and export documentation. Website: [www.export.business.gov.au](http://www.export.business.gov.au)

**Business Chamber Queensland:** Formally CCIQ, BCQ offers a variety of resources and services to support Queensland businesses with exporting. They provide information on export procedures and can help with documentation and paperwork related to international trade.

Website: [www.businesschamberqld.com.au](http://www.businesschamberqld.com.au)

**Department of Agriculture, Fisheries and Forestry (DAFF):** DAFF regulate the export of Agricultural related products including prescribed (higher food/plant safety risk) and non-prescribed products. Website: [www.daf.qld.gov.au](http://www.daf.qld.gov.au)

**Department of Foreign Affairs and Trade (DFAT):** DFAT can assist with trade agreements, treaties, and diplomatic relations that may impact your export activities. They can also provide guidance on international regulations and paperwork. Website: [www.dfat.gov.au](http://www.dfat.gov.au)

**Australian Border Force :** This agency can help you navigate customs procedures, tariffs, and the documentation needed for importing and exporting goods. Website: [www.abf.gov.au](http://www.abf.gov.au)

**Export Council of Australia:** While not specific to Queensland, the Export Council of Australia offers resources, training, and networking opportunities for Australian businesses looking to export. They can provide guidance on export documentation and compliance. Website: [www.export.org.au](http://www.export.org.au)

**Queensland Rural and Industry Development Authority (QRIDA):** QRIDA provides financial assistance and grants to support Queensland businesses, including those looking to expand through export activities. Website: [www.qrida.qld.gov.au](http://www.qrida.qld.gov.au)

**Australian Industry Group (Ai Group):** The Ai Group offers a range of services and resources to help businesses navigate international trade, including support with paperwork and documentation. Website: [www.aigroup.com.au](http://www.aigroup.com.au)

**Export Finance Australia (EFA):** EFA provides financial solutions to help Australian businesses access export markets. They can assist with trade and project finance to mitigate export-related risks. Website: [www.exportfinance.gov.au](http://www.exportfinance.gov.au)

**Local Chambers of Commerce:** Many local chambers of commerce in Queensland offer support to businesses in their respective regions. They can provide networking opportunities, export advice, and information on relevant paperwork. Sunshine Coast Council has a comprehensive list of the 14 Chamber of Commerce groups within the region and full details are available [HERE](#)

**Local Industry Clusters and Groups:** Sunshine Coast Council's website also lists Industry Groups in the region covering a broad range of sectors and industries. Full details are available [HERE](#)

*\*\* It's advisable to contact these organizations directly to inquire about the specific services and support they offer. Exporting can be a complex process, and having the right guidance and assistance is crucial for success. These organizations can help you navigate the paperwork, regulations, and market challenges associated with international trade.*



## Creating an Export Business Plan: What can it include

1. **Executive Summary:** Provide a concise overview of your company, its products/services, market presence, and the purpose of the export business plan.
2. **Company Overview:** Describe your company's history, mission, vision, and core values. Highlight key achievements and milestones that demonstrate your company's capabilities. Include domestic distributors and sales channels.
3. **Products/Services:** Provide detailed information about each of the products/services you intend to export. Highlight their unique selling point or point of difference to competitors. How do they meet international market demands.
4. **Market Analysis:** Conduct a thorough analysis of the international market, with a focus on Queensland's target markets. Include market trends, potential competitors, and opportunities for your products/services.
5. **Marketing and Sales Strategy:** Outline your marketing and sales strategies for entering and establishing a presence in the international market. Include details on promotional activities, distribution channels, and pricing strategies.
6. **Operations and Logistics:** Detail the logistical aspects of exporting, including production capacity, supply chain management, quality control, and compliance with international standards.
7. **Regulatory and Legal Compliance:** Provide information on regulatory requirements for exporting to the target markets. Outline how your company plans to comply with international trade regulations.
8. **Financial Projections:** Present detailed financial projections, including revenue forecasts, expenses, and return on investment. Provide a breakdown of costs associated with exporting and potential funding requirements.
9. **Risk Management:** Identify potential risks associated with exporting and outline strategies to mitigate them. This may include currency exchange risk, political instability, and market fluctuations.
10. **Conclusion:** Summarize the key points of the export business plan which highlights your company's commitment to successful international expansion.





# Creating a Risk Management Plan: What can it include

1. **Executive Summary** - The purpose of this Risk Management Plan is to identify and address potential risks associated with the export activities of [Company Name], a Queensland-based company. This plan outlines a systematic approach to managing risks related to international trade to ensure the successful and secure expansion of the company into global markets.

2. **Introduction** - [Company Name] has decided to expand its market reach by venturing into international markets. This expansion presents new opportunities but also introduces various risks that need to be identified, assessed, and managed effectively. The aim of this plan is to provide a framework for proactively addressing potential challenges and ensuring the success of the company's export initiatives.

## 3. Risk Identification

### 3.1 Market Risks:

- Economic instability in target markets
- Changes in local regulations and trade policies
- Fluctuations in currency exchange rates

### 3.2 Logistics and Supply Chain Risks:

- Transportation delays and disruptions
- Customs and import/export regulations
- Quality control and product integrity during transit

### 3.3 Financial Risks:

- Payment and credit risks with international customers
- Exposure to foreign exchange rate fluctuations
- Unexpected financial burdens associated with export compliance

### 3.4 Legal and Regulatory Risks:

- Compliance with international trade laws and regulations
- Intellectual property protection in foreign markets
- Contractual and legal disputes

### 3.5 Cultural and Communication Risks:

- Differences in business etiquette and cultural norms
- Language barriers affecting communication
- Cross-cultural misunderstandings

## 4. Risk Assessment

4.1 **Likelihood and Impact Assessment:** Evaluate the likelihood and potential impact of each identified risk on the company's export operations.

4.2 **Risk Prioritization:** Prioritize risks based on their significance to the company's objectives and operations.

## 5. Risk Mitigation Strategies

### 5.1 Market Risks:

- Conduct thorough market research and analysis
- Establish relationships with local partners and government agencies
- Stay informed about changes in local regulations and trade policies

### 5.2 Logistics and Supply Chain Risks:

- Diversify transportation providers
- Implement robust supply chain management systems
- Ensure compliance with international shipping and customs regulations

### 5.3 Financial Risks:

- Use secure payment methods and credit insurance
- Hedge against currency exchange rate fluctuations
- Establish clear payment terms in contracts

### 5.4 Legal and Risks:

- Engage legal experts with international trade expertise
- Regularly review and update contracts to ensure compliance
- Obtain proper intellectual property protections in target markets

### 5.5 Cultural and Communication Risks:

- Provide cultural sensitivity training to staff
- Use professional translation services
- Foster open communication channels with international partners

**6. Monitoring and Review** - Establish a regular monitoring and review process to assess the effectiveness of risk mitigation strategies. Adjust the plan as needed based on changing market conditions, regulations, and other relevant factors.

**7. Conclusion** - By systematically identifying, assessing, and mitigating risks, [Company Name] aims to secure a successful entry into international markets. This Risk Management Plan serves as a dynamic tool to ensure the company's sustained growth and resilience in the face of potential challenges associated with exporting.



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# Thank you

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