

Grow National Cohort

TIQ – How we can support your business
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Regional Network
Trade and Investment Queensland



**TRADE +
INVESTMENT
QUEENSLAND**

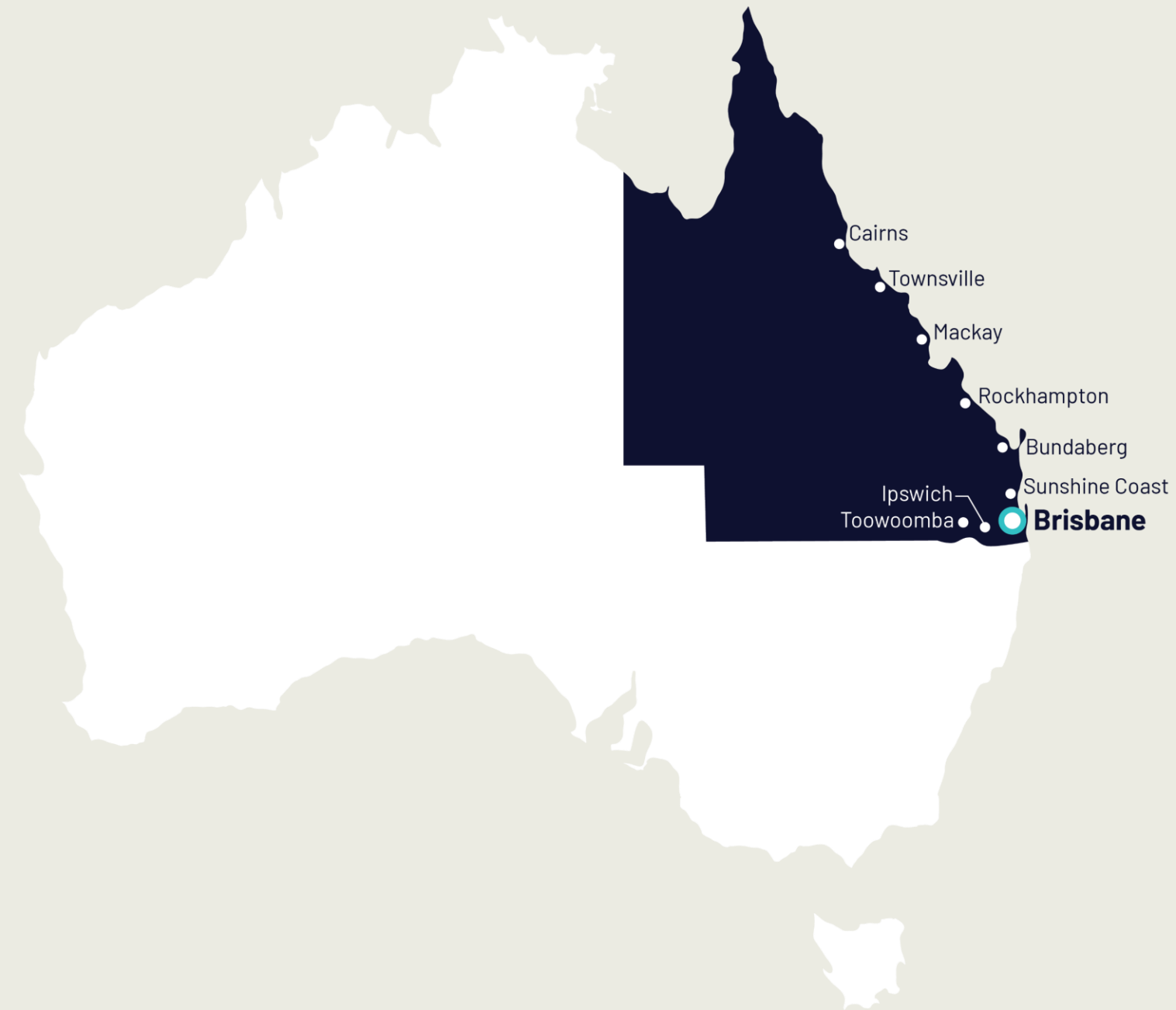


About Trade and Investment Queensland

- + We're the Queensland Government's dedicated agency for global trade and investment.
 - + We have 18 international offices and 8 regional Queensland locations.
 - + We connect Queensland to the world and the world to Queensland – driving global business opportunities.
-

Our Queensland network

Brisbane and 8 regional locations



Our overseas offices

18 international offices in 14 markets



TIQ industry sectors

- + Food and agribusiness
 - + Health, innovation and technology
 - + International education and training
 - + Manufacturing, consumer and services
 - + Mining, resources and energy
-

TIQs Organisational Structure QUEENSLAND OPERATIONS

SECTOR TEAMS & SPECIALISTS

- + Food and agribusiness
- + Health, innovation, technology
- + International education, training
- + Manufacturing, consumer services
- + Mining, resources and energy

REGIONAL NETWORK

- + Cairns
- + Bundaberg
- + Townsville
- + Sunshine Coast
- + Mackay
- + Ipswich
- + Rockhampton
- + Toowoomba

MIGRATION & STUDY QLD

- + Support Visa application
- + Agents and Investors
- + Inbound Delegations
- + Global Relations
- + International student support

TIQs Organisational Structure

OFFSHORE OFFICES

+ Commissioner

+ Business Development Manager and Sector Specialist

+ Office Manager

- + Employed by Queensland Government
- + Large networks of clients in market
- + Introduction to Buyers and Investors
- + International event calendar

- + Country requirements and legislations
- + Market trends, needs and overviews
- + International Meeting Program support
- + Buyer History– legitimacy, background, reputation, translation and channels.



Client Journey and Export Readiness:

Where do we start? Are we ready?

Who can help?



*"Being born global is not just about being global in reach;
it's about having a global mindset and culture right from the start."*

Working with TIQ

- Multiple possible entry channels - via regional export advisor, other departments/agency referrals.
- Needs assessment and export readiness review via Business Advisory Services team
- Support plan developed based on highest priority needs and TIQ's ability to service – may include referral to other forms of support
- Client manager appointed (typically in regions it will be the regionally based export advisor)
- Client manager facilitates interaction with sectoral teams and overseas 'posts'
- All interaction with TIQ is focused on the achievement of commercial outcomes
- Value is added through:
 - Export advice
 - Market intelligence
 - Market selection and development
 - Business to business matching
 - Sharing of lessons learned
 - Referrals

Things to consider when preparing to Export:

** Product Modification and Channels **

- + Export Business Plan
- + Risk Management Plan
- + Budget and Staffing
- + Marketing & Product Documents
- + Quality Photos & Videos
- + Pricing and Freight options
- + MOQs, Capacity and Volume
- + Market Research
- + Consumer preference
- + Regulatory Compliance
- + FTAs and Tariffs
- + Partners and Importers
- + IP and Trademark protection
- + Insurance and Contracts
- + Competitors
- + Product Modifications
- + Packaging and Labelling
- + Sales Channels
- + Warehousing and Distribution
- + In-Country Marketing strategy
- + Post Sales Support & Returns

Tips to maximise export support

- Make good use of the online tools and services – be as prepared as possible
- Take time to understand the extent and limitations of the services on offer
- Openly share key information about your company and your strategy
- Work closely with your appointed client manager and ensure you're following the client engagement process
- Be prepared to invest the appropriate amount of time and resources into developing and executing your export strategy
- Understand that government export services are a limited resource

Tips to maximise export support

- Don't rely on grants:
 - Understand the program objectives
 - What does a compelling application look like? How competitive is yours likely to be? Can you stand out?
 - Assess cost/benefit/likelihood of success. Go/no go decision to proceed
 - The application process itself can be useful
- Establish relationships with contacts that can advise on whole of government support
- Stay focused on the universal objective – achieving commercial outcomes

How we support our clients

- + Assistance/advice on market entry strategies
- + Business introductions to qualified buyers
- + Introductions/referrals to relevant international government and external agencies
- + Tailored in-market assistance (meetings, site visits, interpretation etc)
- + Information and assistance on market readiness
- + Information/advice on the establishing an international presence
- + Introductions/referrals to relevant Queensland, and Australian government departments and external agencies
- + Organising business itineraries for market visits/missions
- + Invitation to participate in Queensland International Market Delegations and Ministerial Missions
- + Support at trade shows
- + Promotion of products and capabilities
- + Market briefings and intelligence
- + Information with grants and incentives

Website links to Export Assistance and Support Tools

- + **Trade and Investment Queensland** - [TIQ - Trade and Investment Queensland – invest, buy, export](#)
- + **Austrade (Go Global Toolkit)** - [Information, tools and support to grow your business globally](#)
- + **Export Documentation Support**
 - + [Business Chambers Queensland - International Trade » CCIQ \(businesschamberqld.com.au\)](#)
 - + [Department of Agriculture - EXDOC - Export Documentation System - DAFF \(agriculture.gov.au\)](#)
 - + [Export Council of Australia - Getting the Export Documentation Right - Online Live Workshops Now Available - Export Council of Australia](#)
 - + [My Business \(Step-by-step guide\) - What export documentation do I need? \(mybusiness.com.au\)](#)
- + **Freight and Logistics** [CT Freight \(Fiona Hage\) - Fiona.Hage@ctfreight.com](#)
- + **Free Trade Agreement & HS Code** - [DFAT Free Trade Agreement Portal](#)
- + **IP and Trademark** - [International Intellectual Property | IP Australia](#)
- + **Other Grant and Funding Sources**
 - + [Grant Guru Sunshine Coast Funding Finder \(grantguru.com\)](#)
 - + [Advance Queensland | Queensland Government](#)



Questions





Australian Government

Australian Trade and Investment Commission

TRADESTART

TradeStart

TradeStart. Local advice to take your business global.



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Local advice to take your business global

The TradeStart network:

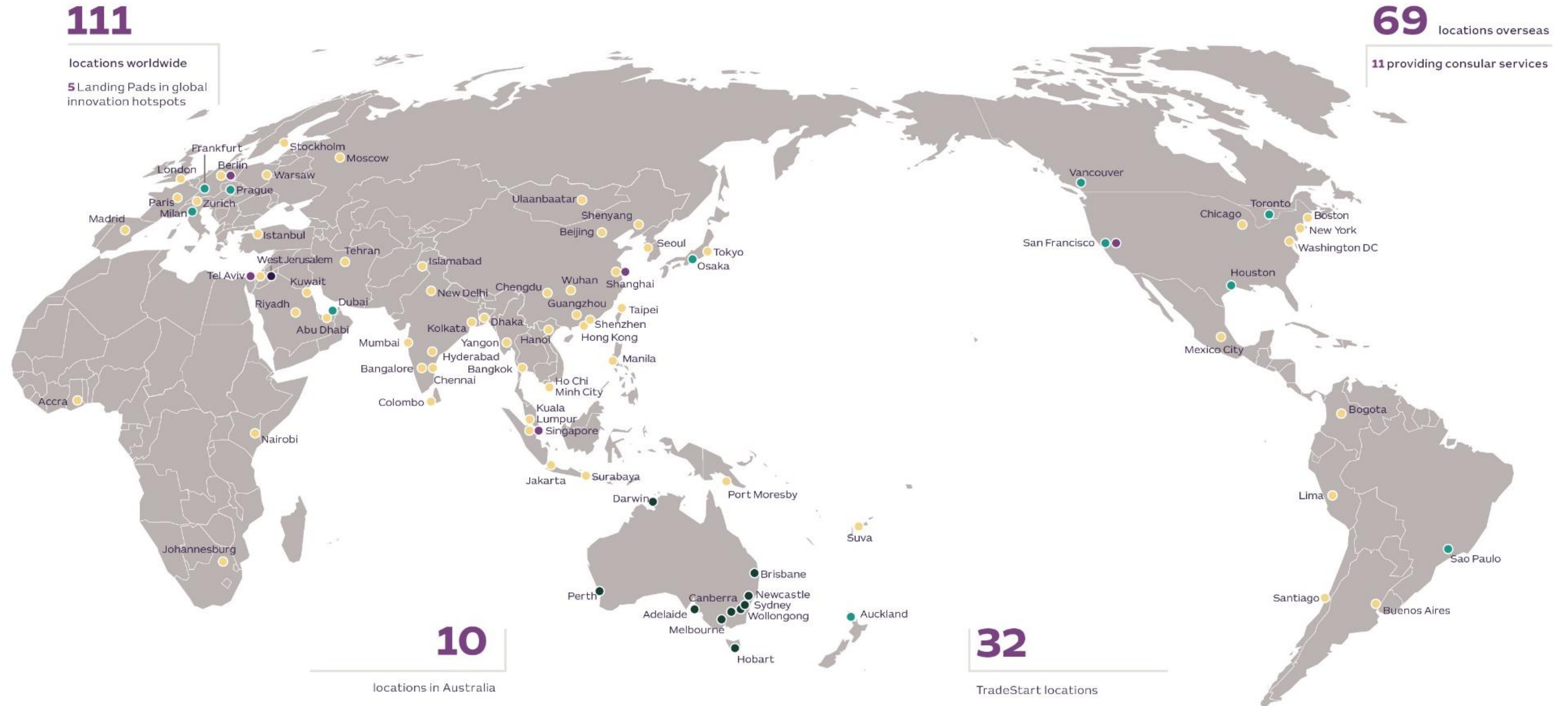
- Promotes exporting, international business and the Australian Government's trade agenda.
- Works co-operatively with other relevant agencies to maximise the international business success of TradeStart clients.
- Represents Austrade and provides access to the full range of its services for both existing and potential Austrade clients.

Ross Tilly

**PRINCIPAL TRADE & INVESTMENT OFFICER
(TRADESTART ADVISER) SUNSHINE COAST**



Austrade's Global Footprint



Go Global toolkit

- An online resource with information, tools and support to help Australian businesses export.
- Co-created with more than 1,500 Australian businesses and international trade experts.
- It saves Australian businesses time and money by:
 - bringing information into one place
 - aligning to the exporter journey
 - making guidance available online
- More than 100 tutorials, guides and readiness quizzes



Australian Government

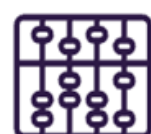
Austrade

Wider product and market coverage (6K+ product HS codes across more than 150 markets)



Market search tool

Find strong performing markets for your product or sector



Tariff finder

Find specific tariffs and taxes



Export plan builder

Tailored plans to help businesses prioritise and define their goals



Export rules finder

Find specific licenses, certifications and permits



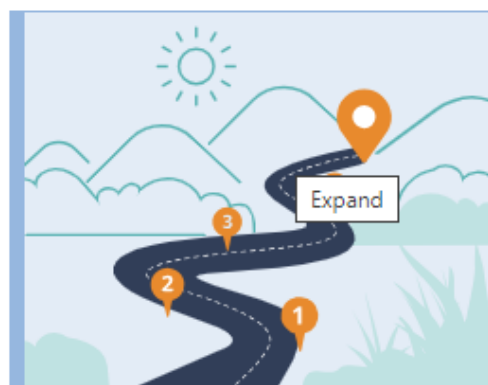
Ultimate guide to exporting

Step by step guide tailored for each sector



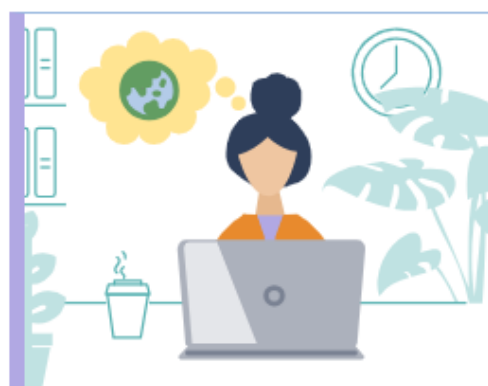
1. Learn the basics

Understand the export essentials and work out if your business is ready to expand overseas.



2. Start planning


Learn where the best export opportunities are for your business.



3. Develop your market entry strategy

Work out the best way to get your product or service into a new market.






4. Work out your costs and pricing

Know your costs and develop a pricing strategy so you can be competitive in international markets. Expand


▼



5. Prepare contracts

Learn how to develop clear and effective contracts with your international partners.


▼



6. Manage your finances

Find out about loans, finance and payment methods.

▼



7. Plan your freight and logistics

Find out what you need to do to get your products to overseas buyers.

▼



Australian Government

Go Global Toolkit

Powered by Austrade

Get started with exporting ▾

Find export markets ▾

Find buyers and sales partners ▾

Laws and regulations ▾

Pricing, costs and finance ▾

Freight and shipping ▾

News and events

MAKING EXPORTING EASIER

Information, tools and support to grow your business globally

Austrade is helping you go further, faster at every stage of the export journey.



www.export.business.gov.au

Export Market Development Grant

Additional support through Austrade is through the Export Market Development Grant (EMDG).

This program helps Australian businesses grow their exports in international markets. These grants encourage small to medium enterprises to market and promote their goods and services globally.

Since 1974, EMDG has assisted more than 51,000 unique small and medium size Australian businesses promote and market their products and services to more than 180 countries worldwide.

Next round of grants are hoping to be released later this year or early 2025. Please refer to the website.

www.austrade.gov.au



Thank you

Presented by

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