

# Trade Mission to Australia & New Zealand

> ready > set > export

## Melbourne, Sydney & Auckland | March 2-10, 2009

### ABOUT THE TRADE MISSION

Whether you are already exporting to Australia and New Zealand or are considering expanding your business into this important region, this regional trade initiative will help you achieve your objectives. This mission is sponsored by the Commonwealth of Pennsylvania in cooperation with the Council of Great Lakes Governors.

Pennsylvania's representative in Sydney will help you make the contacts you need to win business. Take this opportunity to experience the business environment firsthand while gaining insights through your counterparts from other exporting companies.

You will receive free of charge:

- > Pre-screened 1-on-1 business appointments with interested distributors, agents, etc.
- > Company information in advance
- > Identification of hotel
- > In-country market research
- > Assistance with follow-up after the mission

### REGISTRATION

- > **Registration Deadline: December 31, 2008**
- > Participation fee is \$500
- > Companies are responsible for all travel & business-related expenses.

### TRADE MISSION ITINERARY

- March 1** Arrive in Melbourne, Australia
- March 2-6** Company meetings in Melbourne & Sydney
- March 7** Free day or depart for PA
- March 8** Travel to Auckland, New Zealand
- March 9-10** Company meetings in Auckland
- March 11** Depart for PA

### WHY THESE MARKETS?

Australia and New Zealand have proven very attractive markets for U.S. exporters. The economies of both countries are doing well, and the legal and corporate framework is very similar to that of the U.S. From 2006 to 2007, Pennsylvania exports to Australia increased 27% from \$513.4m to \$653.8m. In the 1st quarter of 2008 alone, PA exports increased 35%.

The Australian economy is dominated by its service sector, yet the agricultural and mining sector account for 65% of its exports. Australia continues to outperform most OECD economies resulting in strong capital equipment investment across major sectors such as mining, energy, IT and food processing. Australia has 15 consecutive years of growth and has been listed as one of the 'top 10 most resilient economies in the world'. Unemployment is less than 5%, inflation 3.5%. Since the U.S.-Australian Free Trade Agreement (FTA) was implemented, tariffs have been eliminated on 99% of U.S. manufactured exports. Gains of \$2 billion per year for U.S. exports are expected as a result of this agreement.

New Zealand is an excellent target market for PA exporters; the U.S. is New Zealand's 2nd largest trading partner. Since 1984 New Zealand has accomplished major economic restructuring, moving an agrarian economy toward a more industrialized, free market economy. This growth has boosted real incomes and deepened the technological capabilities of the industrial sector. New Zealand is also one of the world's least-regulated markets.

### CONTACT

For additional information, contact:

**Larry Nelson**

Center for Trade Development

Phone: 717.346.2256

E-mail: [lanelson@state.pa.us](mailto:lanelson@state.pa.us)

[newPA.com/trade](http://newPA.com/trade)



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## PARTICIPATION AGREEMENT

**Attention: Larry Nelson | Fax: 717.772.5106**

A \$500 participation check must accompany this form.

**Registration deadline is December 31, 2008.**

Please make your check payable to the *Commonwealth of Pennsylvania* and forward with a copy of this agreement to:

Pennsylvania Department of Community and Economic Development  
Office of International Business Development / Attn: Larry Nelson  
400 North Street, 4th Floor  
Commonwealth Keystone Building  
Harrisburg, Pennsylvania 17120-0225

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
E-MAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand and agree to the following terms with regard to being a participating company in the Trade Mission to Australia & New Zealand:

- > No foreign produced items may be included, except items from foreign countries that have been processed or value-added in Pennsylvania.
- > The participating company must have an office and staff or manufacturing facility in Pennsylvania.
- > In the event the participating company withdraws from the Trade Mission to Australia & New Zealand, the participating company will be subject to forfeiture of the entire participation fee.
- > All participating companies must provide information on the results attained through participation in the Trade Mission to Australia & New Zealand to the Pennsylvania Department of Community and Economic Development. "Results" are current and future sales and dealings transacted as an outcome of participating in the Trade Mission to Australia & New Zealand.
- > Participating companies assume all risks of participation in the Trade Mission to Australia & New Zealand.

\_\_\_\_\_  
Authorized Representative (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date