



ACT Ministerial Business Mission to the United Kingdom and the United Arab Emirates

Scope out the market, plus meet key influencers and potential customers

About this mission

The ACT Government and Austrade invite Canberra-based businesses to attend a business delegation led by the ACT Chief Minister, Jon Stanhope MLA.

The mission provides an opportunity for companies to further develop trade opportunities and also directly scope the United Kingdom (UK) and the United Arab Emirates (UAE) markets for their products and solutions. The delegation will provide participants with a unique opportunity to gather information to help them better plan for a sustainable market entry.

Mission delegates will benefit from a structured program of briefings and preparation sessions prior to travel, group sessions in-market with experts, and targeted appointments with key influencers, potential customers and partners. Austrade will also provide follow-up after the mission to help you capitalise on the opportunities created on the mission.

Why should you participate?

- Develop relationships with key customers and contacts at business receptions and a tailored one-on-one appointment program
- Hear from local experts and develop an understanding of these markets.
- See major customer sites first hand.
- Create or increase awareness of your brand.
- Receive on-the-ground assistance from Austrade and advice on how to successfully operate in these markets.
- Increase your export sales.

Market insights

Both markets require a sustained commitment to achieve success.

The United Kingdom

The UK is the fifth largest economy in the world, with a GDP of A\$3.1 trillion and represents our sixth largest merchandise trade partner and our third largest services trading partner. It is also a key launching pad for Australian companies into European markets.

To combat the impact of the global financial crisis, the UK has led the world with a stimulus package of approximately 3.5 per cent of GDP and quantitative

Important information

Proposed

Date: 19-30 October 2009

Location: The United Kingdom & the United Arab Emirates (and Gulf region)

Application

Deadline: Monday, 27 July 2009

Who should attend?

Companies with established export capability and an interest in the sectors highlighted under market insights are encouraged to apply.

Don't miss out

Participation in this mission is limited. Participants will be competitively selected – based on suitability for the markets, and their export capability – by a panel made up of Austrade, ACT Government and other experts.

In partnership with



easing of the money supply to unblock the credit markets. This initiative is aimed at large infrastructure projects, accelerating the low carbon economy and boosting consumer confidence by a 2.5 per cent reduction in VAT. This may be having a positive effect as the UK's Institute for Economic and Social Research recently announced that the UK economy is on track to return to growth in the second quarter of 2009, six months ahead of the Government's predictions.

The sectors that present opportunities for ACT companies in the UK are:

- ICT
- Clean Technologies
- Education & Training
- Selling to Government
- Niche Sport Solutions for the London Olympics

The United Arab Emirates

The UAE is currently the fourth largest producer of oil in the Organization of Exporting Petroleum Countries (OPEC) with reserves estimated at 98 billion barrels (10 per cent of the world reserves).

The capital, Abu Dhabi contributes as much as 93 per cent of the country's total output and is heavily oil revenue dependent. Dubai on the other hand has, over the years, diversified into trading and has emerged as the leading trading entry point of the Gulf and Middle East.

Since the early 1980s, the two main economic aims of the UAE authorities have been to reduce the dependence on hydrocarbons and to boost private sector activity. This strategy has been developed in a bid to balance the country's vulnerability to changes in the world oil prices and to plan for the economy in the event of the depletion of oil resources. The UAE is one of the world's richest nations with per capita GDP reported at US\$17,547 by the Economist Intelligence Unit.

Due to the lack of highly developed industrial and agricultural sectors, the UAE is heavily reliant on imports of goods and services. The sectors that present opportunities for ACT companies in the UAE and Gulf region are:

- Defense & Security
- Education and Training
- Transport & Infrastructure Planning
- Clean Technology
- ICT

Mission program

Companies will benefit from an Austrade business matching and networking program in London and the United Arab Emirates, with scope to develop individual opportunities throughout the United Kingdom and the Middle East.

19 October	Dubai	Arrive
20-23 October	United Arab Emirates and Gulf region	Business matching program
24-25 October	Transit	Participants travel to London from the Middle East
26-29 October	United Kingdom	Business matching program
30 October	London	Depart

Cost of participation

Participants will be responsible for their own airfares, ground transport, meals and accommodation expenses (estimated to be at least A\$10,000 per person).

The ACT Government has agreed to cover the cost of Austrade services to provide overall program management, networking functions and also the group and individual appointments. The value to



participants of this is estimated to be approximately A\$12,000 each. Additionally, companies with a turnover under \$5 million may qualify for ACT Government dollar-matching funding of up to \$10,000 to offset additional costs associated with mission participation.

Austrade will provide advice on accommodation with hotels where discount rates have been negotiated. Your expenses to participate in this mission may be eligible expenditure under the Export Market Development Grant (EMDG) Scheme. Requests for additional service above what is outlined in this document are welcome and will incur Austrade's usual fee of A\$190 per hour. During and prior to mission, Austrade's Business Development Specialists will be available at no additional cost for general advice and assistance.

Apply before Friday, 27 July 2009

Apply by completing the Expression of Interest attached. An ACT Government representative will then contact you to facilitate further assessment of whether this mission offers opportunities that are well-matched to your business.

Key contacts

To discuss your options further, please contact:

Austrade

Chris Horsburgh
Regional Manager - ACT
T 02 6201 7572
E chris.horsburgh@austrade.gov.au

ACT Government

Merlin Kong
Client Manager—Trade and Investment
T 02 6207 1641
E merlin.kong@act.gov.au



Australian Government
Austrade



**Proposed ACT Ministerial Business Mission –
United Kingdom and United Arab Emirates, 19 to 30 October 2009**

EXPRESSION OF INTEREST FORM

Please complete this form and return by fax or email by 27 July 2009 to:

Merlin Kong, Business & Industry Development, ACT Government
Fax: 02 6207 0033 or email Merlin.Kong@act.gov.au

YES, WE WISH TO PARTICIPATE IN THE MISSION

PART A – COMPANY DETAILS

Company name:		ABN:	
Address:		Postcode:	
Telephone:		Fax:	
Email:		Website:	

PART B – COMPANY PROFILE

Date of establishment:		Number of employees:	
Is the company registered for GST?		YES / NO	

Overview of the Solution for promotion on this Mission

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Do you have a business plan and would you mind sharing with authorised Austrade staff?	
Do you have an export plan and would you mind sharing with authorised Austrade staff?	
What was your company turnover for FY2007-08?	
Have you exported your goods or services in the past 2 years?	
Are you currently exporting? If so,	
What % of turnover are export sales?	
What was your export revenue for FY2006-07?	
What was your export revenue for FY2007-08?	
Have you exported to the UK or UAE in the past 3 Years? If so,	
Sales to the UK or UAE in FY2005-06?	
Sales to the UK or UAE in FY2006-07?	
Sales to the UK or UAE in FY2007-08?	

To what markets do you currently export?

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Please outline below details of any previous market development activities you have undertaken in the UK and/or UAE.

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Please list any international partnerships or alliances and what value they provide

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List any current customers or partners in the UK and/or UAE

Please list any major Australian customers, especially any Australian state or commonwealth government agencies

Are you currently working with Austrade or TradeStart within Australia or overseas? If so, please list your Export Adviser and/or relevant staff.

PART C – BUSINESS OBJECTIVES

What are your business objectives for this Mission?

Who are your target customers in the UK and/or UAE?



What is the value proposition for your solution in the UK or UAE? (i.e. what benefit do customers derive from your solution and why do they choose yours over another alternative?)

Who are your key competitors and are you aware of their activities in the UK and/or UAE? What is the key differentiator between yourself and your competitors?

PART D – SPECIFIC BUSINESS CONTACTS

If there are specific business contacts you would like to make during the Trade Mission, please provide their details and Austrade will endeavour to include them in your appointment program. (Attach list if insufficient space)

PART E – OTHER INFORMATION

Please supply below or attach any marketing collateral, case studies etc that can be reviewed for suitability in the UK and/or UAE markets.