

CHINA - AUSTRALIA SMALL & MEDIUM ENTERPRISES FAIR



The International Business Council and the Northern Territory Government invites businesses to the 7th Annual China International SME Fair

Important information

Date:	15-18 Sept 2010
Location:	Guangzhou, China
Applications Close:	5 July 2010

Who should attend?

Northern Territory Importers and Exporters in all industries can benefit for this event, particularly the following sectors:

- Food & beverage
- Financial & business services
- Corporate training & education
- Creative industries
- Clean technology & green building
- Sports & leisure
- Consumer goods.

About the fair

EOI Closes 14 July 2010

Now in its seventh year, the China International Small and Medium Enterprises Fair (CISMEF) is the largest event of its kind in China. The 2009 fair attracted 3,935 exhibitors and 254,600 visitors from China and overseas, with sales totalling A\$20.6 billion.

The International Business Council (IBC) together with the Northern Territory Government is leading a delegation to CISMEF, providing personal support to importers and exporters. In conjunction with the Australian pavilion managed by Austrade, the IBC and the NT Government will be hosting a booth covering 36 sqm showcasing Northern Territory businesses capacity and expertise. Australia will be the sole co-host country for the show, which will provide another focussed opportunity to maximise awareness of Australian technology, products and services to targeted customers and the general public in China.

This exciting Australian themed show is one of the most significant opportunities in China this year for businesses in all sectors wanting to enter the market or secure a stronger market foothold.

Why should you participate?

- High profile. Your products and services will stand out at the National Pavilion with its distinctive Australian and Northern Territory branding.
- Test the market or expand your sales by showcasing your products to potential distributors and retail customers.
- Meet high-quality buyers one-on-one through Austrade's business matching program (conditions apply).
- Network with market players at a range of related events such as the opening ceremony and networking functions.
- Receive assistance from Austrade and TradeStart and advice on how to successfully operate in this market.
- Engage with buyers more effectively, with interpreting services
- Hear from local experts and develop an understanding of the market

"Leveraging the co-host country status, Australian businesses, large or small, can benefit from showcasing their capabilities at this high profile event." (Austrade)

Apply Now to

Nicole Hore

Email: nhore@chambernt.com.au

Phone: +61 8 8982 8144

www.ibc.org.au



Event Website

www.cismef.com.cn

Austrade

www.austrade.gov.au

Exporters may be eligible for financial assistance under the Austrade Export Marketing Development Grant (EMDG) or the NT Government Trade Support Scheme.

CHINA - AUSTRALIA SMALL & MEDIUM ENTERPRISES FAIR



Participation Options

Visa cost – China Single entry A\$30 plus postage & handling

Airfare

The cost of the air fare is dependent on the method of booking.
On-line bookings with Jetstar and Tiger Airways fluctuate on a daily basis.

Costs as at 31 May

13 Sept	Darwin/Singapore	- Jetstar \$170
14 Sept	Singapore/Guangzhou	- Tiger \$135
19 Sept	Guangzhou/Singapore	- Tiger \$152
19 Sept	Singapore/Darwin	- Jetstar \$193
	Total:	\$650 (Approx)

Accommodation – payable direct to hotel on check out

Singapore

Crowne Plaza Changi Airport – A\$185 nett per room exc ABF

Guangzhou

Leeden Hotel – A\$70 per room per night inc breakfast

Promotional Material - Fee for exporters promotional banners in booths cost: TBA

Participants should be aware that their could be some variance in some of these values such as airfares.

Delegation Participation Fee	Austrade service Fee (Optional for exporters)
\$100 Members, \$200 Non-members (General) \$200 Members, \$300 Non-members (Exporters)	\$670 Client Service Proposal Service for companies participating in IBC booth - optional
Includes: <ul style="list-style-type: none"> Fair registration Coordination of delegation In country airport transfers Once daily hotel/CISMEF transfer Delegation Dinner Delegation handbook 	Includes: <p>Phase 1 - Quick Market Assessment (QMA)</p> <ul style="list-style-type: none"> A QMA report with brief information on market overview, issues regarding the export, advise and recommendations. <p>Phase 2 - Support and Facilitation (payment due)</p> <ul style="list-style-type: none"> Identification of local customers, agents and distributors Business matching for one-on-one meetings (5 per participating company) Customs facilitation of exhibition goods On site support during the show Organisation of Austrade networking function Media release preparation and distribution to local media Your company profile listed in official exhibition brochure Follow up of leads
Exporters: <ul style="list-style-type: none"> Pre event market briefing Coordination of the Australian Pavilion Coordination of 2 shared NT booths (36sqm space inc lighting and power outlets) Promotional space/panels in booth Bilingual marketing material (conditions apply) Break out area in booth 	

CHINA - AUSTRALIA SMALL & MEDIUM ENTERPRISES FAIR



EXPRESSION OF INTEREST **Close 14 July**

Please note: An expression of interest must be completed for each individual wishing to travel on the delegation.

Name of Company: _____

Name of person attending: _____ Position: _____

Contact Person: _____ Position: _____

Mailing Address: _____ Postcode: _____

Telephone: _____ Fax: _____

Email: _____ (please print)

Year Established: _____ No. Employees: _____ Turnover \$ _____

Interested in (please circle): Importing | Exporting

Do you want to be promoted in the IBC booth (**Exporters only**): Yes | No (conditions apply)

Are you currently in any overseas markets? Please list: _____

What are your current trade activities in China?: _____

Your company objectives in participating in the mission are (eg. identify new product lines, meet new suppliers, identify new business concept, etc):

Please provide a brief profile of the potential business partner you wish to meet during the visit (eg. A manufacturer/producer of a particular product etc): _____

As this is simply an expression of interest, once we have further itinerary details, we will also request a half page profile/capability statement of your company and products you wish to source/promote during the visit.

*To submit this form or for further information contact Nicole Hore at the Chamber of Commerce NT
Phone: 8982 8144 Email: nhore@chambernt.com.au Fax: 8981 1405*

Exporters may be eligible for financial assistance under the Austrade Export Marketing Development Grant (EMDG) or the NT Government Trade Support Scheme.