

3 Quick Fixes

I can identify three issues that would assist all current and potential exporters:

Web Based Activities:

For small to medium exporters, Web sites, web “visibility” and web based advertising represent the most powerful and the most effective means of attracting customers.

For this reason it would make a great deal of sense to support the development of professional and effective web presence for current and potential exporters. Nothing currently reflects more directly on a company than its web page and web presence.

This cost is already an allowable export expense for EMDG purposes. I am suggesting that its importance should be highlighted and promoted within the EMDG scheme and under no circumstances removed from any future implementation.

Product packaging:

On receipt of his first order a customer in an export market forms an opinion of the supplier. It will be based on a number of issues that determine his satisfaction and central to these is the appearance and packaging of the product he receives.

Direct assistance in the development of export packaging would be a small but important contributor to export success and would be a useful addition to the EMDG scheme if it is not already an eligible expense.

Non-Tariff Barriers: Meeting Entry Regulations

Although there has been a very significant and welcome reduction in Tariff barriers in all major markets there have risen in their place a number of non-tariff barriers which delay and confuse the entry of products into export markets.

The cost of meeting entry regulations is considerable but just as critically is the time delay it imposes on entry into an export market. In many instances the cost of meeting these regulations is significantly higher (by an order of magnitude) in Australia than in the country where these regulations apply and for this reason assistance in this

Boris Schlensky
CEO and Export Hero
EDAQ Pty Ltd
6 Doig Ave
Denistone East
NSW 2112
Tel 02 98078855
boris@edaq.com