



EAU Report

***Launch of EAU Report: **China Embraces the World Market**
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China's Entry to the WTO

- ➡ Will it make it any difference to the way China deals are put together?
- ➡ Will it increase their likelihood of success?



What's changed?

- ➡ Contract Law
- ➡ Trading projects easier
- ➡ Services - more difficult for foreign lawyers
- ➡ E-commerce - an emerging opportunity

60M online subscribers in China (5% of the population) increasing @ 6% per month up from just 600,000 in 1997

2nd largest internet market in the world after the US



What's changed? (cont)

- ➡ Intellectual property laws re-vamped and toughened
- ➡ Enforcement is still the problem
- ➡ Local government and officials still to be convinced



Australia China Relationship

- ➡ Continues to be strong
- ➡ Macquarie Bank investment seminar in Shanghai: a new level of commitment - should be followed by others

Australia China Relationship (cont)

- ➡ Australia a centre of technical excellence:
 - > medical research
 - > biotechnology

Australia China Relationship (cont)

- ➡ Australia can also assist emerging China-based multinational white goods manufacturers.
- ➡ Last year, the number of Chinese air conditioner brands dropped from 200 to 30 – it's a hot market in more ways than one!
- ➡ We can offer:
 - > innovation in design
 - > specialisation in retailing



Australia China Relationship (cont)

- ➡ Still frustrating concluding a deal in China:
- ➡ the deal always changes when you arrive in China!



Environmental projects

- ➡ environmental projects - an opportunity going begging
- ➡ carbon credits the magic ingredient to fund projects in China
- ➡ Kyoto Protocol the key



Jiang Zemin's speech to 16th National CCP Congress

- ➡ “Building a well-off society”
- ➡ agricultural reform: 100 million farmers re-located to non-farming activities by 2001
- ➡ their annual income increased by 1000 yuan
- ➡ “The three represents”
- ➡ private property: “Get rich is glorious”?



Where to from here?

- ➡ China has made significant changes to accommodate WTO membership
- ➡ Enforcement of new and tougher laws is still the issue
- ➡ China compares well against other “socialist” countries
- ➡ EAU Report again highlights the great opportunities in China for Australian business



Thank you.

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