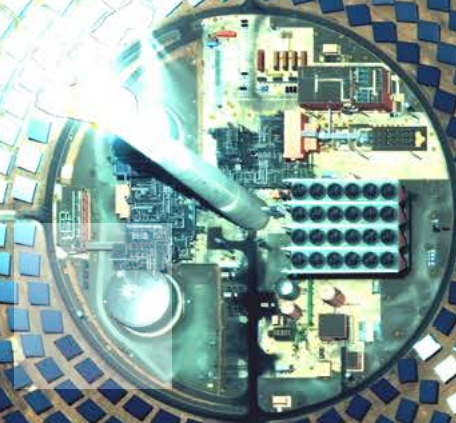


business envoy



Niche markets for Australian business

How is Russia's invasion of Ukraine
affecting the global economy?
from DFAT's Chief Economist

News and market opportunities:

Israel
Egypt
Morocco
Botswana
Spain
Vietnam
Italy
Malaysia
Mexico

Contents

How is Russia's illegal invasion of Ukraine affecting the global economy?	3
Israel: A flourishing tech sector and consumer market	4
Egypt: Investment opportunities as the desert goes green	6
Botswana: A stable METS hub	7
Australian expertise delivering energy and water solutions for Morocco	8
New Metal Digital Manufacturing Hub to connect Spain and Australia	9
Australia boosting sustainable cotton exports to Vietnam	10
Calling Australian fintechs to revolutionise digital payments in the Pacific	12
Certificates of Origin: Your passport for goods	13
Dispatches from DFAT's network	14
TradeStart – Local advice to take your business global	16
Fast-tracking the registration of professionals across APEC economies	17
Are you ready to expand your horizons?	18
What's On – events calendar	19

On the cover:

Morocco's Noor Concentrated Solar Power (CSP) Plant is the largest solar complex of its kind in the world.

Located in the southern city of Ouarzazate, the more-than-6,000-acre facility reflects Morocco's renewable energy ambitions. Australian expertise is well regarded in Morocco and there are opportunities to help develop the local energy and water sectors. Story: page 8.

Satellite image ©2022 Maxar Technologies.

From the Chief Economist

David Woods



How is Russia's invasion of Ukraine affecting the global economy?

As the global economy continues to rebound from the COVID pandemic, Russia's illegal invasion of Ukraine will slow global growth, but not halt it. The Australian Treasury estimates that global growth in 2022 will be 3.75 per cent, with Russia's invasion of Ukraine causing a 0.75 per cent drag, in addition to untold human suffering.

The effects will be felt chiefly through higher prices for commodities like oil, gas, coal, wheat, fertiliser and metals. These prices – already high – soared in early March due to supply interruptions, uncertainty in international markets, sanctions and 'self-sanctioning' by firms no longer willing to deal with Russia. Other factors affecting commodity prices include global demand, especially in China, where COVID-related lockdowns have reduced demand for commodities such as oil – for now.

High prices will also increase already-high global inflation this year (an extra 1.5 percentage points, according to Treasury), and many countries will see interest rates rise to combat this. Inflation has hit a 40-year high in the US; the US Federal Reserve responded by raising interest rates in March, and will probably hike several more times over the coming year.

Australia, as a commodity exporter with limited direct exposure to the economies most affected by the conflict, is in a relatively good position to adapt. High prices for LNG, wheat, coal and barley will improve our terms of trade and national income if the rise in export prices outweighs increased input costs (like fuel, fertiliser and

machinery). Australia should also become still more attractive for investors, particularly in the mining and agriculture sectors.

Finally, the Russian economy will contract sharply (the International Monetary Fund says 8.5 per cent in 2022), although the extent could vary depending upon the duration of the conflict, possible additional sanctions, and Russian policy responses. The Russian Central Bank initially hiked interest rates from 9 to 20 per cent in an effort to stabilise the currency and financial system; it has since reduced rates back to 17 per cent. Higher interest rates increase the cost of borrowing and debt repayments, reducing spending and investment. The cost of imports has also risen sharply for Russian people and businesses. In the longer term, the withdrawal of Western capital, skills and technology will erode Russian productivity and competitiveness and create an increasing drag on Russia's longer-term growth.

Israel: A flourishing tech sector and consumer market



Spend a day walking around Tel Aviv and you are guaranteed to spot a pair of Tasmania's Blundstone boots on a busy sidewalk, a surfer on their way down to Gordon Beach sporting a Billabong wetsuit, or a packet of Arnott's Tim Tams in any local supermarket. Despite relatively modest export figures, Australian brands enjoy sustained recognition and affection in Israel. This bodes well for Australian companies with an interest in entering the burgeoning Israeli market.

Israel's GDP grew by 8.1 per cent in 2021, powered by its robust tech sector, rapid innovation and commercialisation of R&D. This was reflected in the momentum sustained through 2021 with a record year of investments [Israeli technology companies raised US\$26.6 billion last year] and more than 30 companies reached unicorn status.

Australian companies that can help fill gaps – health and medtech, agtech, water tech, and green tech – are well positioned to take advantage of opportunities in Israel's world-leading tech ecosystem.

Despite a modest population of 9.5 million, the Israeli market punches above its weight in consumption and spending. GDP per capita is currently US\$44,000 and on an upwards trajectory. Increased disposable income has been accompanied by demand for new and innovative products. With a value of US\$25 billion per year and an annual growth rate of six per cent, Israel's food and beverage market presents opportunities for Australian companies that can offer a differentiated product in packaged food, nuts, health, organic and sustainable

products, and non-alcoholic beverages. There is also a growing appetite for personal care products, including cosmetics, skin care, and nutritional supplements - and Australian companies are making gains.

In addition to **Blundstone**, **Arnott's** and **Billabong**, Australian companies servicing the Israeli market include **Redback**, **Ryderwear**, **Everdure**, **KAS Australia** and **Uppercut Deluxe**. Beyond consumer goods, medtech company **Cochlear** provides hearing devices, **Northwood Exploration** is developing the largest oil shale project in Israel, **ANCA** supplies tool and cutter grinders and investment firm **Square Peg Capital** provides funding to startups.

There is a clear appetite from both Israel and the broader region to attract more trade and investment from Australia. New trade relationships between Israel and the UAE, Bahrain and Morocco will enable better connectivity within the region and for Australian exporters.

Australian companies that can help fill gaps – health and medtech, agtech, water tech, and green tech – are well positioned to take advantage of opportunities in Israel's world-leading tech ecosystem."

Paul Griffiths
Australia's Ambassador to Israel

Israel has strong links to the United States, Europe, and Africa, so Australian companies must offer a unique product that can compete on price. We should play to our advantages: the Israeli market recognises Australia as being a producer of high-quality products and services which adhere to the strictest standards.

The Austrade team in Israel, based at the Australian Trade and Defence Office in West Jerusalem,

is available to assist businesses navigate regulations, import procedures, kosher certification and freight costs. And business groups – such as the Australia-Israel Chamber of Commerce, the Israel-Australia Chamber of Commerce, and the Trans-Tasman Business Circle – regularly arrange delegations to Israel. With a bit of "chutzpah", our Tim Tams will be in good Australian company in the Israeli market.

More:
Australian Embassy in Tel Aviv: israel.embassy.gov.au/tavv/home.html
Austrade at the Australian Trade and Defence Office in West Jerusalem: austrade.gov.au/australian/export/export-markets/countries/israel/market-profile



Tel Aviv Azrieli Center

Egypt: Investment opportunities as the desert goes green

Egypt does not lack for wind or sun. With aspirations of becoming a regional power exporting hub, there are significant opportunities for investment in Egypt's renewables sector, particularly as the Egyptian Government looks to boost its climate credentials as the host of COP27 in November 2022.

Located at the strategic nexus of Europe, Africa and Asia, Egypt's infrastructure and geography give

Egypt is expanding its renewable energy capacity, including through solar and wind power plants.

it the edge in becoming an energy gateway for three continents. Its proximity to the Suez Canal – where 12 per cent of global trade passes annually – is a major attraction, while other projects, such as the interconnector electricity cable running between Egypt and Greece, are evidence of its ability to support large scale energy needs. And the demand for electricity from Egypt is likely to grow as Europe seeks to diversify its power imports away from Russia.

Despite the COVID-19 pandemic, Egypt's economy grew by 3.3 per cent over 2020-21. Riding on its successful implementation of IMF-backed structural economic reforms, Egypt is in a strong position to incentivise foreign investment into its renewables sector.

The Egyptian Government has already signed several agreements with foreign companies looking to establish renewable energy projects involving solar, wind and green hydrogen within the Suez Canal Special Economic Zone. The Suez Canal Special Economic Zone

represents a key step forward for investment into Egypt, providing a 'one stop shop' for foreign investors and a single point of contact to ease the process of navigating Egypt's regulatory environment.

Australian companies in Egypt include **Centamin Mining, Capital Drilling, Allied Gold, Samex, Gourmet Egypt** and **Worley Papyrus**, an Australian-Egyptian company converting banana waste into sustainable food packaging at its factory in Upper Egypt, exemplifies the complementarity of Australia's innovative tech sector and Egypt's growing investment into new sustainable technologies.

More:

Australian Embassy in Cairo: egypt.embassy.gov.au

Austrade: austrade.gov.au/australian/export/export-markets/countries-and-economies/egypt/market-profile

The Egyptian market is increasingly looking outward for high-tech solutions to its climate and sustainability issues. Australian companies like Papyrus, with their tech know-how and innovative approach, are perfectly situated to fill this niche. The Egyptian Government's commitment to a more sustainable future will only make increased investment more attractive.

Glenn Miles
Australia's Ambassador to Egypt

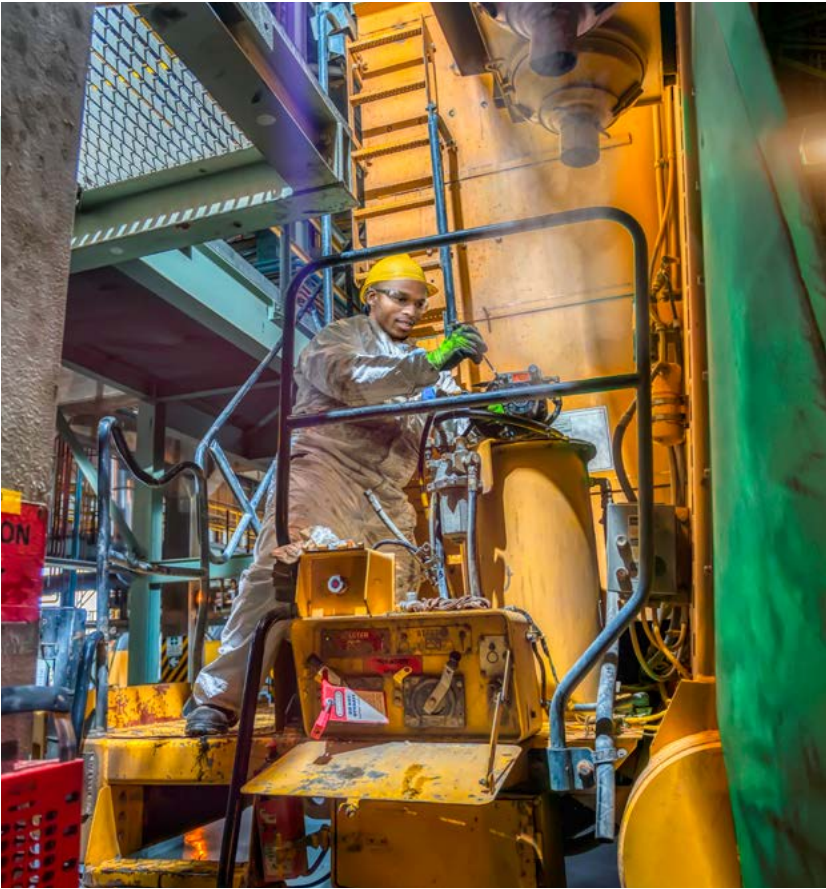
Botswana: A stable METS hub

Botswana is an African success story. Best known for natural resources, particularly its extraordinary diamond reserves and tourism opportunities, it is a country diversifying its economy and positioning itself as a hub in, and into, the African market. Political stability, an educated workforce and a sound, predictable regulatory environment, including strong protections for property rights, underpin this transformation.

In addition to diamond and other mining resources (such as base metals, soda ash and coal), Botswana is promoting investment opportunities in agriculture and agri-business, manufacturing and services, energy and tourism. These sectors offer opportunities for Australian firms including METS service providers.

Australian companies are taking advantage of growing prospects in Botswana. At least 10 Australian mining companies have operations there, and trade in goods and services was valued at \$59 million in 2020, mainly of machinery and equipment.

Investors in Botswana have access to a diverse market greatly larger than the relatively small population of the country itself due to its multiple trade agreement memberships. Botswana is a



Australia's investment relationship with Botswana continues to grow, with a focus on the resources sector. Nearly half of the miners active in Botswana are Australian firms. Australian companies have a terrific opportunity to access a diverse regional and continental market while benefiting from Botswana's stable and predictable regulatory environment.

Gita Kamath
Australian High Commissioner to South Africa

member of the Southern African Customs Union (SACU), with a population of 70 million, while its membership of the South African Development Community (SADC) gives it access to a market of a 100 million people. Botswana is also a participant in the over one billion plus market created by the African Continental Free Trade Area.

Engineer repairing a mining truck in Botswana.

Companies active in Botswana also gain market access to North and South America and Europe through preferential trade agreements.

The country has a wide array of financial incentives that include tax rebates. Botswana offers a right to repatriate all profits and has no foreign exchange control regulations. This is underpinned by an infrastructure network that links the country to regional ports and the continent.

Today, Botswana's 2.3 million people enjoy a GDP per capita of US\$6,319 [2020] - one of the highest in Africa. Moodys gave Botswana a stable, investment grade credit rating of BBB+ in 2021. In 2020, The Economist ranked Botswana 1st out of 66 emerging markets based on four measures of financial strength in 2020.

More:

Australian High Commission in Pretoria:
southafrica.embassy.gov.au

Australian expertise delivering energy and water solutions for Morocco

Morocco and Australia have similar agricultural economies and water supply challenges. Both share a commitment to green energy and lowering their carbon footprints. Australian expertise is well regarded in Morocco, giving Australian companies the edge in providing the skills to help develop the local energy and water sectors. Australian businesses in Morocco include ship builder **Austal, Fortescue Future Industries, Rubicon Water** and **Samex Australian Meat Company**.

We're bullish on opportunities for Australian firms in high agtech solutions in Morocco. Maximising water and improving yields are key priorities for the Moroccan government. There's a lot of understanding of Australia's expertise in this area.

Michael Cutts
Australia's Ambassador to Morocco



Morocco is keenly focussed on the transition to sustainable development and is determined to achieve energy sovereignty as rapidly as possible. A Ministry for Energy Transition and Sustainable Development was recently established, and Morocco is launching studies to build the country's first LNG terminal. The pace of green energy investments is also accelerating, with the aim of rapid decarbonisation of its two largest industries: phosphates and fertilizers.

Morocco is determined to reduce energy consumption by 20 per cent by 2030 and wants 52 per cent of the national electricity mix to be made up of renewables by this date. Morocco's geography provides advantages in wind and solar generation and there is significant green hydrogen potential. A Green Hydrogen Roadmap is in place, and the government is aiming to attract major international investments in this sector. Green hydrogen is particularly important to produce green ammonia, a necessary step in decarbonising the phosphate industry.

The government is also stepping up its investment in water infrastructure, both to meet demand generated by green energy projects, and to respond to a serious drought this year. As part of a program running until 2027, the government passed a USD2.8 billion budget for water infrastructure for 2022. This year, for example, the government will work towards the construction of 13 new dams, and the development of water resources including two desalination plants in Casablanca and Safi. The former will be the largest desalination plant in Africa.

More:

Australian Embassy in Rabat: morocco.embassy.gov.au

Austrade: austrade.gov.au/australian/export/export-markets/countries/morocco/market-profile

Above: Ambassador Michael Cutts in northeast Morocco exploring opportunities to grow trade and investment ties with Australia.

Wind power is a promising sector for renewable energy generation in Morocco.



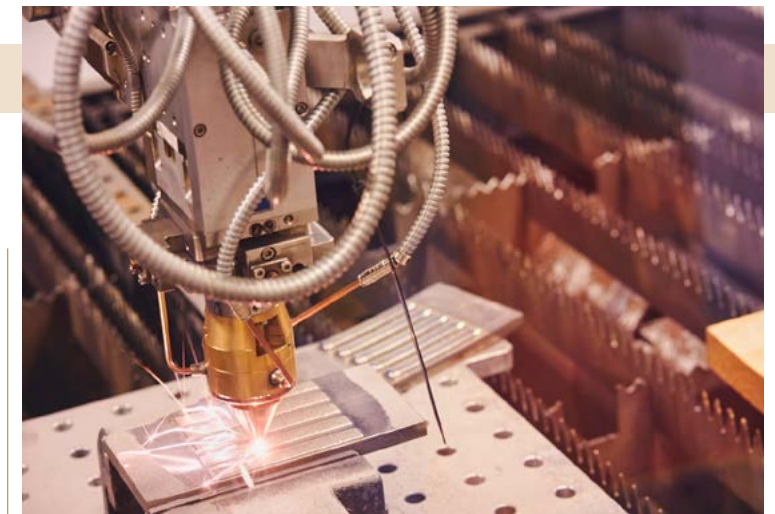
New Metal Digital Manufacturing Hub to connect Spain and Australia

RMIT Europe and Eurecat, Catalonia's leading research and technology centre, have announced the establishment of a Metal Digital Manufacturing Hub to drive industrial innovation for companies in the aerospace, automotive and health sectors in Europe and Australia.

The hub will provide access to state-of-the-art infrastructure and technical expertise at both organisations to increase the global competitiveness of the manufacturing sector in Europe and Australia. It will help develop new products and processes while also training new talent.

Launched on 29 March, 2022 at the Advanced Factories Expo and Congress in Barcelona, the new hub covers the entire value chain, from the design and advanced manufacturing of metal components to the development of alloys and new materials that enable the customisation of innovative design solutions for different industrial sectors and applications.

The hub's directors are RMIT's Professor Mark Easton and Eurecat's Xavier Plantà.



Based in Barcelona, RMIT Europe is the European hub of RMIT University, focused on design, technology and enterprise. RMIT Europe provides a gateway to connect Australian and European research, industry, government and enterprise. Eurecat is one of Spain's leading applied research and technology development centres which has close relationships with industry and public R&D in Spain.

The launch of the Metal Digital Manufacturing Hub is an important step under the partnership agreement between RMIT Europe and Eurecat, which was signed in 2021 and offers significant new opportunities for R&D and industry collaboration between Australia and Spain.

The capacity to offer innovative and customised solutions to clients will support growing economic and research links between Australia and Spain and enhance market competitiveness.

More:

Australian Embassy in Madrid: spain.embassy.gov.au

State-of-the-art facilities at the Metal Digital Manufacturing Hub in Barcelona.

Australia boosting sustainable cotton exports to Vietnam

There is great potential for expanding exports of Australian cotton to Vietnam, with Australia’s global cotton output forecast to exceed \$3.6 billion in 2022-23. Australia is one of the top five cotton suppliers to Vietnam’s billion-dollar industry, with Australian exports of cotton in 2021 worth approximately \$812 million.

Vietnamese born and Australian raised, Fashion Enterprise founder Rodney Thanh learned to sew from his parents before enrolling in design studies at Melbourne’s Box Hill Institute – one of Australia’s leading art, fashion and design schools. He went on to establish Fashion Enterprise in 2010 with the aim of helping Australian clients develop and source quality manufacturing products in Vietnam and China.

In 2022, Fashion Enterprise aims to process five million kilograms of carbon-positive cotton with FibreTrace technology, translating to an estimated retail value of \$214 million. Of this, 60 per cent of the

cotton would return to Australia as finished garments for local brands such as Cue, Veronika Maine, RM Williams, Country Road and Kookai and 40 per cent will be used by international brands such as Reiss, Tommy Hilfiger, Calvin Klein and Maggie Marilyn. This is being driven by strong interest from big clothing brands to use more sustainable and ethical cotton.

By partnering with Australian company Good Earth Cotton – producer of one of the world’s first carbon-positive cotton products that sequesters more carbon than it

emits – Fashion Enterprise plans to increase the processing volume of carbon-positive cotton in Vietnam to 16 million kilograms by 2023. Fashion Enterprise is also looking to establish the first merino wool spinning factory in Ho Chi Minh City applying FibreTrace technology. Longer term, Fashion Enterprise will focus its efforts on working exclusively with sustainable fibres that contain unique digital markers, allowing real time traceability at each stage of the supply chain.

Supply chains between Australia and Vietnam are set to become even more closely entwined under the Australia-Vietnam Enhanced Economic Engagement Strategy. The implementation of the Strategy will unlock mutually beneficial opportunities, across key sectors such as agriculture and manufacturing, so that companies like Fashion Enterprise and Good Earth Cotton can work together to offer more sustainable product lines to customers in both countries.



By purchasing carbon-positive Australian cotton from Good Earth Cotton and implementing FibreTrace technology, we offer real-time verification of the yarn, fabrics and garments which is increasingly important to our clients.

Rodney Thanh
Founder of Fashion Enterprise.

Above: Fashion Enterprise founder, Rodney Thanh, explains FibreTracing technology to Australian Ambassador to Vietnam, Robyn Mudie during her visit in February 2022.

Left: Raw bales of Australian cotton.



Australia is a top five cotton supplier to Vietnam’s billion-dollar manufacturing industry and there is great potential to expand exports further. Companies such as Fashion Enterprise are quickly adapting to provide more sustainable and ethical product lines to their customers, providing exciting opportunities for Australia’s cotton industry.

Robyn Mudie
Australia’s Ambassador to Vietnam

Calling Australian fintechs to revolutionise digital payments in the Pacific



Australian businesses with proven expertise in developing market-ready, consumer-friendly digital payments solutions are invited to apply to the Pacific Islands Fintech Innovation Challenge.

The Challenge aims to address barriers faced by Pacific Island countries [with a focus on Fiji, Samoa, Solomon Islands, Tonga and Vanuatu] in adopting digital payments services and transforming the region’s digital payment infrastructure. It is an initiative of the United Nations Capital Development Fund (UNCDF)-led Pacific Digital Economy Programme in collaboration with the Australian Government’s Market Development Facility.

Applications open in May for fintechs to submit proposals, with 10-12 teams to be shortlisted by a panel of industry leaders in June. Finalists will participate in a two-day bootcamp either in Singapore or Sydney. Shortlisted teams will be assigned a mentor to strengthen their value proposition and refine solutions, with the added option of integrating their solutions with an assigned technology partner.

All solutions will be assessed by a panel of judges and a winner for each of the five countries will be announced at an event held in July. The winning teams will be provided with prize money of up to US\$50,000 to deploy the solutions in the competitive marketplace. Winners will also gain access to support including mentorship, introductions to investor networks, solution testing and regulatory guidance to continue developing and refining solutions.

For further details on how to apply, contact UNCDF’s Regional Technical Specialist, Ajay Jagannath: ajay.jagannath@uncdf.org

Innovation comes from creating environments where ideas can connect. This is very much the theme of this challenge where we attempt to harness the creative energies of regional fintechs to support the growth of human-centric digital payment solutions that serve the needs of everyday Pacific Islanders.

Bram Peters
UNCDF Pacific Regional Manager



Top left: Market vendors in Suva, Fiji, using their phones to shop online

Top: First-time users in Vanuatu learning how to use mobile money to send, receive and store funds

Above: A Solomon Islands family checking their bank balance online

Images courtesy of John Rae, UNCDF.

Certificates of Origin: Your passport for goods



Certificates of Origin are an important part of the international trading system. Just as a passport certifies that a person is from a particular country, certificates of origin [CoOs] certify that the goods in a shipment originate from a particular country and qualify for preferential tariff treatment. Additionally, they serve administrative purposes including trade finance, trade statistics and anti-dumping duties.

The Australian Chamber of Commerce and Industry (ACCI) is the leading provider of CoOs in Australia.

Chambers of Commerce around the world issue over 15 million CoOs each year, providing exporters and importers with an added layer of confidence that their claim for preferential treatment is legitimate and that the goods meet the requirements of the agreement.

For more information, australianchamber.com.au

Global Insights

Dispatches from the diplomatic network and state and territory offices



Rome: Italy's ambitious plans for digital transformation and opportunities for Australia

Italy has allocated a massive €49 billion, or 27 per cent of its EU Recovery fund, to significantly upgrade its digital infrastructure. This includes the rollout of ultra-fast broadband, Italy's 5G plan and the enhancement of public digital infrastructure. Italy is still behind its European peers in terms of digital infrastructure and use of digital services across government, business and education. When implemented, the ambitious plans for digital transformation will make long-lasting, structural change to the way the country operates, dismantle bureaucratic impediments for foreign investors and redefine daily transactions by Italians and businesses. Australian investors and businesses are already key players in the transition. For example, Macquarie Asset Management is working with Italy's largest fibre-to-the-home network, Lendlease's Milan Innovation District is offering examples of how digitalisation can create smart cities, and Goodman has developed high-tech warehouse solutions for Amazon. Startup Scalepay (a buy now, pay later tech provider) originated in Australia and

recently achieved unicorn status. More opportunities for Australian digitalisation expertise will arise as the digital transition gets underway.

Kuala Lumpur: Malaysia's growing hydrogen production and opportunities for Australia

Malaysia is incrementally growing its capacity to produce hydrogen fuel from both renewable and non-renewable sources. There is also appetite for carbon capture, utilisation and storage alongside oil and gas extraction to produce blue hydrogen. Malaysia's hydrogen fuel production primarily targets export markets, chemical and mineral processing operations and small-scale domestic transport

projects. A hydropower dam in Sarawak now under construction and due for commission from 2025 is attracting interest from international investors in green hydrogen production. Malaysia's national energy company, Petronas, and the Sarawak State Government are pushing growth in hydrogen production to capitalise on global commitments to decarbonise. Opportunities exist for Australian companies to assist Malaysia grow its hydrogen industry and for greater collaboration between universities and research institutes.

Mexico City: Strong international education prospects in Monterrey

Mexico's key industrial city Monterrey in the state of Nuevo Leon is seeking to leverage its strong education and innovation ecosystem to attract international partners and investment. Nuevo Leon is an economic and industrial powerhouse, with GDP per capita almost twice the Mexican national average. Monterrey institutions are closely linked to Europe and the US, but Australia is seen as a diversification partner that can act as a bridge into the Indo-Pacific.



Internationalisation is central to the strategic plans at Monterrey's three leading universities (Autonomous University of Nuevo Leon, the University of Monterrey and Tec de Monterrey), including delivering more courses in English to facilitate joint programs and deepen cooperation beyond traditional student exchange and study abroad models. There is particular interest in enhancing collaboration, particularly in applied research.

Perth: Fremantle Port leading data-driven approaches to supply chains

Fremantle Ports' Supply Chain Data Intelligence Hub, an industry leader in Australia, is breaking new ground globally on data-driven approaches to supply chains. The Hub synthesises supply chain data from across the country and uses complex modelling and visual dashboards (including charts and heatmaps) to understand past, current and projected trade volumes. It is specifically designed for the WA context specialising in container freight and will soon incorporate a container price index for a variety of routes to and from Fremantle. The Hub provides a clear understanding of global supply chains and Fremantle's position within them and enables a uniquely "interactive" customer experience.

By monitoring the flow of shipping containers, Fremantle Port's Supply Chain Data Intelligence Hub can estimate the proportion of empty containers expected to leave the port that could potentially be used by Western Australian exporters. In 2021, 40.3 per cent of containers left Fremantle empty.

The Hub has come into its own since the beginning of the COVID-19 pandemic by providing

greater visibility of trade origins and destinations, and greater understanding of COVID-19 impacts – including opportunities – on our trading partners.

The Supply Chain Data Intelligence Hub is only the first stage in Fremantle Ports' transition to "smart logistics" that will see it become a provider of digital solutions that benefit the entire port ecosystem (partners and customers), including multi-modal (road, rail, sea) supply chain participants, and the nearby port communities.

Adelaide: Lights, camera, action for creative industries

Adelaide has a global reputation as a vibrant city with an arts and innovation focus. It has a proven track record of blending art, creativity and environmental design with cutting-edge digital technology. Thanks to Adelaide's position as a visual special effects (VFX) hub, there are close links between the digital games and film sectors. More than 32,000 South Australians are involved with creative employment.

South Australia (SA) is taking centre stage as a major source of Australian creative services. In the last year the state has lured digital game creators, local visual effects artists have swept up global awards for their film and television creations and Adelaide's annual Fringe Festival has showcased global and local creative talent.

Local productions in 2021 by Rolf de Heer (The Mountain), Warwick Thornton (Firebite), and the Stan Original production, Gold, starring Hollywood's Zac Efron have focused the spotlight on SA.



Local studio Mighty Kingdom has listed on the ASX this year, doubling its team to over 140. Mighty Kingdom's Managing Director Philip Mayes welcomed the introduction of the Australian Government's Digital Games Tax Offset.

Visual effects studio Rising Sun Pictures' (RSP), in tandem with the University of South Australia, is producing homegrown VFX talent through a highly-regarded visual effects training program. RSP contributed to the VFX on the Marvel superhero feature Shang-Chi and The Legend of The Ten Rings, which was nominated for an Academy Award.

In March the Fringe Honey Pot, Adelaide's Fringe Festival's global marketplace, continued to connect hundreds of industry leaders with artists to explore trade and export opportunities after 30 years of success.

With international borders now open, South Australia's creative industries sector is in the box seat to further expand exports and capture new markets for Australia's unique arts and cultural offerings.

Above: Reuben Kaye The Butch is Back. Image courtesy of Rebekah Ryan, Adelaide Fringe 2022

Left: Australian Ambassador to Mexico, Remo Moretta, tries out virtual reality goggles in the medical lab at Tec de Monterrey

TradeStart – Local advice to take your business global



The TradeStart network is an extension of Austrade’s own offices and is delivered in partnership with State, Territory and local governments, industry associations and chambers of commerce.

Export advisers are located throughout regional Australia to provide local assistance and a direct link to Austrade services and its overseas network.

Our team worked with TradeStart Adviser Hank Delen who provided us with his expertise and international network of support, generating immediate results to enable our business to quickly assess the opportunities in USA with on-the-ground assistance and support.

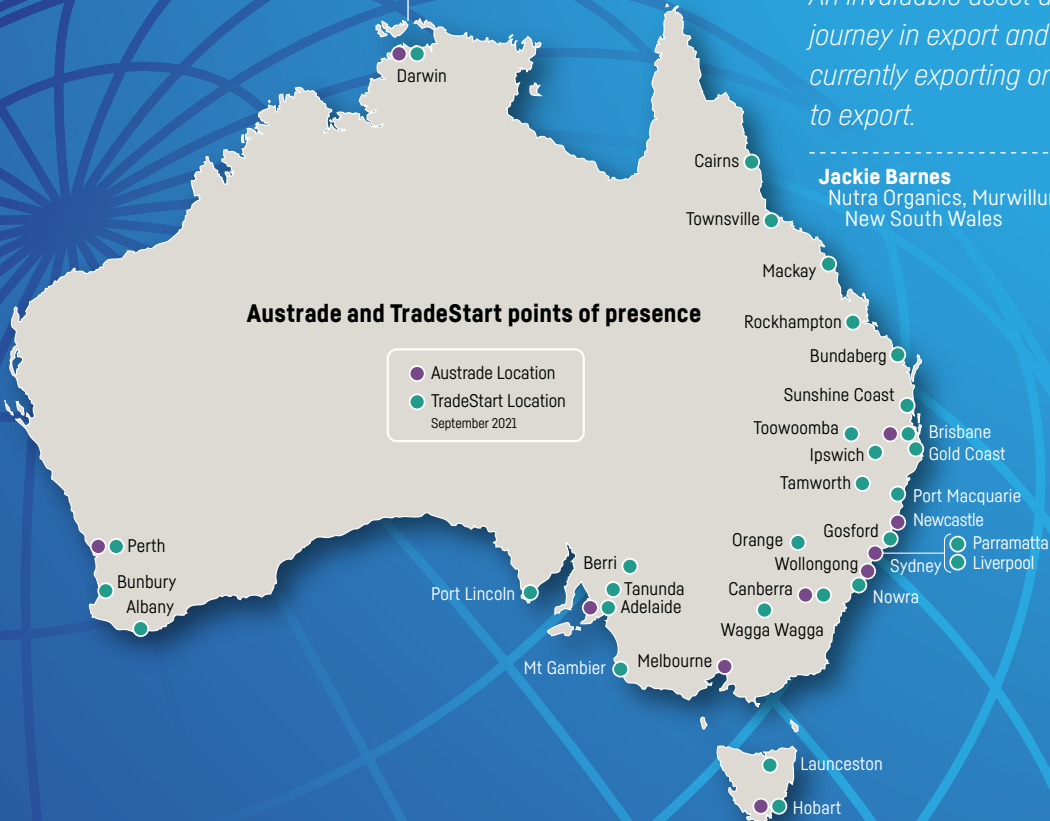
Luke Boorman
ScreenAway Holdings, South Australia

I have been involved in exporting for over 15 years across three premium food brands in the Northern Rivers. Gabrielle Oriel, My TradeStart adviser in Port Macquarie, is always my first point of contact for all things export I need including connections to relevant departments for compliance, grants, FTA programs, information on international trade shows, connecting with business development managers in other countries, or to other Austrade and the various programs Trade Start has delivered over the years. An invaluable asset during my journey in export and for SMEs currently exporting or looking to export.

Jackie Barnes
Nutra Organics, Murwillumbah
New South Wales

Austrade and TradeStart points of presence

- Austrade Location
- TradeStart Location September 2021



More information on TradeStart offices at austrade.gov.au/tradestart

Fast-tracking the registration of professionals across APEC economies

Professionals who want to better understand if their qualifications are recognised across Asia-Pacific Economic Cooperation [APEC] forum economies can now access a database of all known Mutual Recognition Agreements [MRAs] on licensing, qualifications and accreditation of professionals and skilled service providers.

The APEC Inventory of Mutual Recognition Agreements for Professional Qualifications is an online resource of the agreements between industry regulators or professional bodies that support the international mobility of professionals.

The Inventory contains details of more than 175 agreements and is regularly updated, making it the most comprehensive database of MRAs across the Asia-Pacific region.



What are the benefits of the MRA Inventory?

For individuals, businesses and professional associations, the Inventory provides a simple means of identifying MRAs that could better facilitate their work across borders through cheaper and streamlined registration and licensing procedures and processes.

For governments, regulators and professional associations, an overview of all the agreements in place will assist in the prioritisation and development of future agreements as well as aiding in benchmarking current practice.

The Inventory can be found at aasc.knack.com/mra-inventory

For more information on the benefits of MRAs, contact DFAT’s Professional Services and Mutual Recognition Unit via professionalservicesmru@dfat.gov.au.



Are you ready to expand your horizons?



- Are you in an economic development role based in regional Australia?
- Want to be connected to a vast network of national and international organisations?
- Want to help local business harness trade and investment opportunities?

We are seeking applicants from regional and rural shire councils, chambers of commerce and economic development organisations to participate in the Horizons International Engagement Leadership Program.

The program consists of six free interactive webinars. Participants will have access to mentoring and networking opportunities tailored to their professional goals and become members of the Horizons alumni.

Don't miss out on this opportunity! Apply here. Apply now!
dfat.gov.au/horizons

Applications close 22 July 2022. For enquiries, contact events@regionalaustralia.org.au

HORIZONS
— showcase your region to the world —



Australian Government

Department of Foreign Affairs and Trade

business envoy

Acknowledgements

This edition is published during the caretaker period ahead of Australia's Federal Election on 21 May 2022. Accordingly, its focus is on factual updates and market insights.

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