

# AUSTRALIA - EUROPEAN UNION

## FREE TRADE AGREEMENT

## Expanding Access to Clean Energy in Europe

NOJA Power's products provide solutions to the challenges of integrating large scale renewable energy into the distribution grid safely and reliably.

More and more electricity utilities are turning to intelligent switchgear to help them meet the challenges of renewable and clean energy targets. As a result, NOJA Power's cutting-edge technology has earned a broad customer base that now covers 88 countries worldwide.

The Australian company has offices servicing every time zone including in Europe, Southeast Asia, the United States and Brazil. A regional office based in Bonn, Germany, is responsible for supplying its products into the EU market.

Some components of the high voltage circuit breakers NOJA Power manufactures at its head facility in Brisbane are imported into Australia from Germany, making the company both an exporter to, and importer from, the EU.

Following an exceptional few years of business development, Group Managing Director Neil O'Sullivan sees a very bright future for the company in the EU.

### How an Australia – European Union Free Trade Agreement could help:

- Improving commercial opportunities

Our negotiations aim to improve access to government procurement markets for Australian suppliers on the basis of clear and transparent rules for tendering.

- Bringing down trade barriers

We are seeking to cut EU tariffs on Australian imports. For NOJA Power that could mean a reduction of tariffs of around 3 per cent that are applied to its product in the EU.

- Promoting trade facilitation

We aim for a free trade agreement that makes trading easier by promoting effective and efficient customs procedures and building on existing commitments under the WTO Agreement on Trade Facilitation. Greater transparency of customs procedures will make it easier for Australian companies to do business with the EU.

- Clean technology

By cutting export costs, our trade agreement can make it easier for consumers to choose an environmentally friendly source for their energy consumption.



## NOJA POWER®

### Key Info

Year founded: 2002

Location of headquarters:  
Brisbane, Queensland

Number of employees: 250

Annual turnover: \$100m



*We are interested in an Australia-European Union Free Trade Agreement not only from the perspective of exporting our leading edge technology high voltage circuit breakers to Europe, but also importing components used in the manufacture of these products from Germany.*

### Neil O'Sullivan

GROUP MANAGING DIRECTOR

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More information on the Australia-European Union Free Trade Agreement is available at  
[www.dfat.gov.au/trade/agreements/aeufta](http://www.dfat.gov.au/trade/agreements/aeufta)



Australian Government

