

NSW Going Global Trade Program

Agribusiness, Food and Beverage

to China, India, Japan, Korea, UAE & Middle East and Vietnam

Webinar

Wednesday, 26 August 2020



Welcome and Introduction



Welcome and MC by Peter Mackey, Director International Trade - NSW Trade and Investment

Guidelines for today's session:

- Thanks for your patience with the technology
- Attendees will have microphones muted throughout the session
- Instant messaging will be available with Q&A to commence at approximately 1.50pm
- Please note that these messages will be visible to all attendees
- The webinar will be recorded

Agenda



- 1.00pm - 1.10pm Welcome and introduction by **Peter Mackey, Director International, NSW Trade and Investment, NSW Treasury**
- 1.10pm – 1.15pm China Program Overview by **Murray Davis, NSW Trade & Investment Commissioner, Greater China from Guangzhou**
- 1.15pm – 1.20pm India Program Overview by **Rohit Manchanda, NSW Trade & Investment Commissioner, India from Mumbai**
- 1.20pm – 1.25pm Japan Program Overview by **Peter Knight, NSW Trade & Investment Commissioner, Japan from Tokyo**
- 1.25pm – 1.30pm Republic of Korean Program Overview by **Yoojin Kim, NSW Trade & Investment Director, Korea from Seoul**
- 1.30pm – 1.35pm United Arab Emirates & Middle East Program Overview by **Moin Anwar, NSW Trade & Investment Commissioner, Middle East from Abu Dhabi**
- 1.45pm - 1.50pm Vietnam Program Overview by **Yvonne Chan, Senior Trade Commissioner, Vietnam**
- 1.50pm - 1.55pm Q & A via instant messaging
- 1.55pm - 2.00pm Next steps and end of the session

NSW Going Global Program



China	Food and Beverage Health and Medtech	Japan	Agribusiness, Food and Beverage
India	Agribusiness, Food and Beverage Health and Medtech Advanced Manufacturing Cleantech	Korea	Agribusiness, Food and Beverage
Vietnam	Agribusiness, Food and Beverage Technology (focus of Fintech, Cybersecurity & Digital Health)	United Arab Emirates and Middle East	Agribusiness, Food and Beverage Health and Medtech
Singapore	Technology (focus on Regtech, Medtech & Cybersecurity)	United Kingdom	Technology focusing on Digital Technologies)
		United States	Technology (focusing on Digital Technologies)

Presenters



Murray Davis

NSW Trade and Investment Commissioner, Greater China



Rohit Manchanda

NSW Trade and Investment Commissioner, India



Peter Knight

NSW Trade and Investment Commissioner, Japan



Yoojin Kim

NSW Trade and Investment Director, Republic of Korea



Moin Anwar

NSW Trade and Investment Commissioner, Middle East



Yvonne Chan

Senior Trade Commissioner Austrade Vietnam



Peter Mackey
Director, International Trade,
Trade and Investment division - NSW Treasury

Peter joined NSW Government in 2015 after 7 years with Austrade, which included two international postings as Trade Commissioner to Vietnam and Singapore. During this time, he also led Austrade's regional education team across ASEAN promoting Australia as an education destination.

Prior to joining Austrade, Peter ran an education software start-up business exporting to several countries across North Asia and ASEAN as well as Latin America.



Murray Davis

NSW Trade and Investment Commissioner, Greater China

NSW Treasury

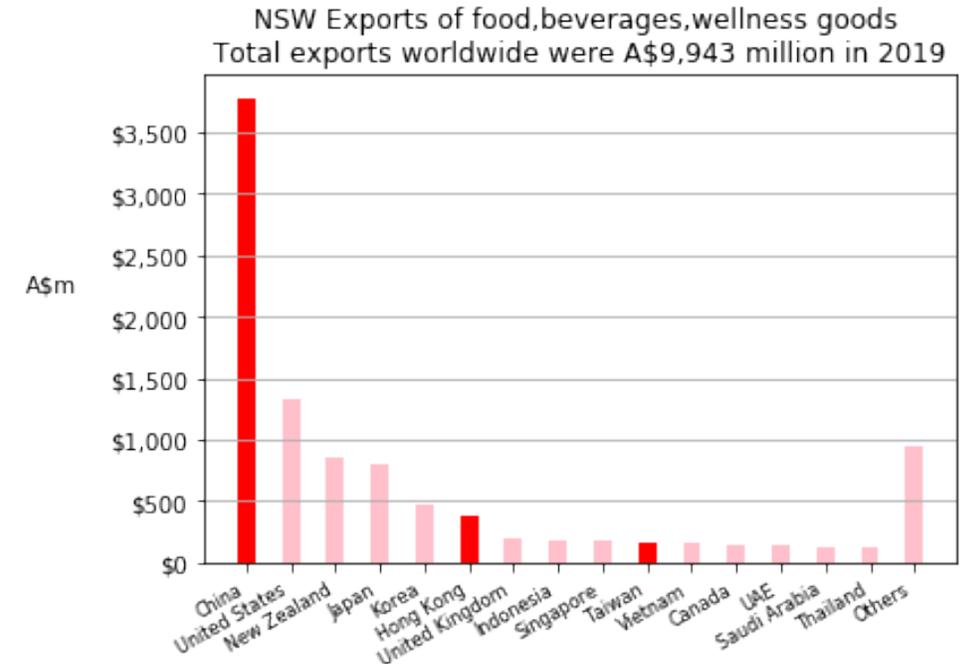
In October 2017, Murray was appointed as the New South Wales Government Trade & Investment Commissioner for Greater China including Hong Kong, Macau and Taiwan. Before joining the New South Wales Government, Murray was Queensland Government Trade & Investment Commissioner for Taiwan from 2015 to 2017.

Prior to this, Murray had a long career as an Australian diplomat, engaged in the promotion of international trade and investment. He joined Trade & Investment Queensland in 2002 and served in a number of senior positions overseas.

Greater China Food, Beverage and Wellness

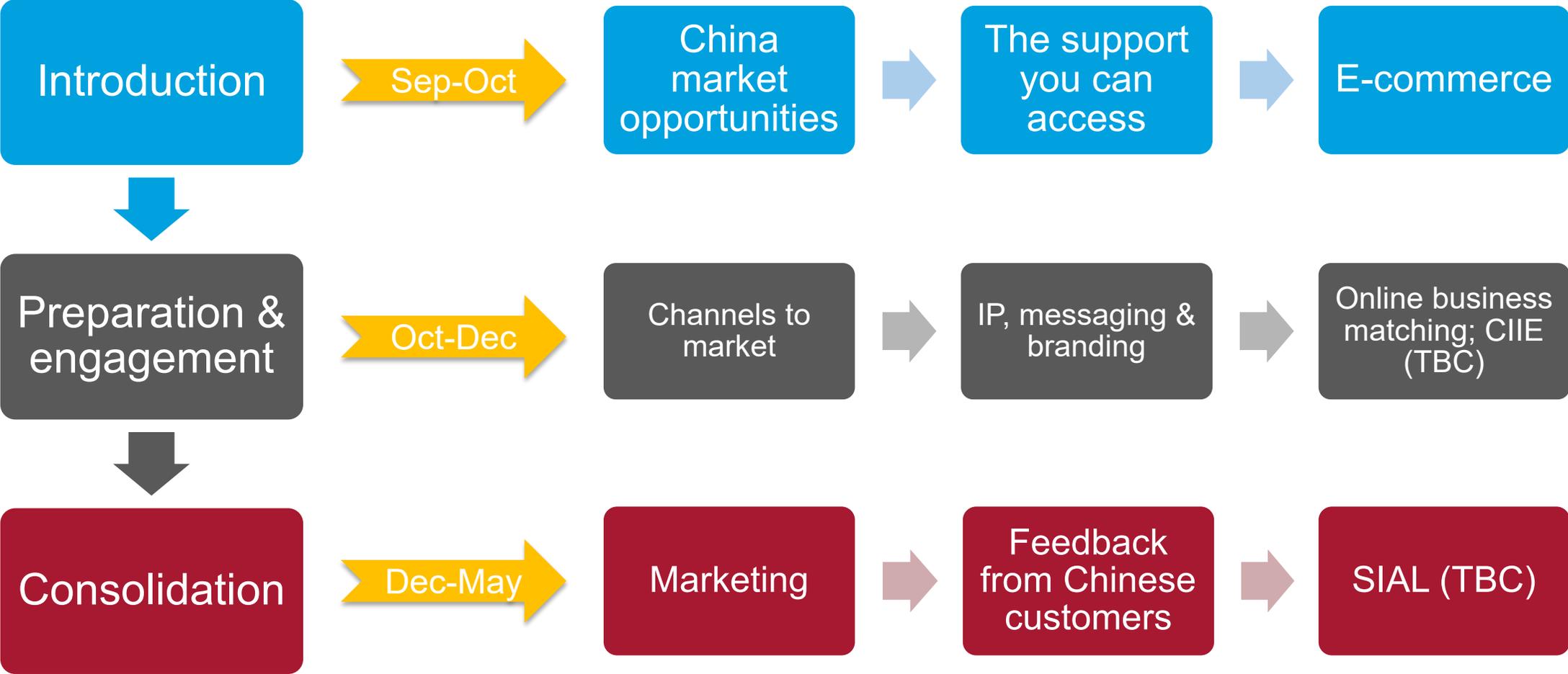


- Greater China is NSW largest international market for food beverage and wellness products.
- In 2019 NSW food exports to Greater China were A\$4.3 billion. **43% of global NSW food exports.**
- China still has high demand for a broad range of food, beverage agribusiness and wellness products.
- In 2018 Australia was China's #2 supplier of foods after New Zealand.



Going Global Trade Program – China F&B

Program Overview



Program timing & details may be subject to change



Rohit Manchanda

NSW Trade and Investment Commissioner, India

NSW Treasury

Rohit has been the NSW Trade & Investment Commissioner for India since October 2009. He is responsible for attracting foreign direct investment, promoting trade and maintaining high-level government and business relationships for NSW. The sectors of focus for NSW in Mumbai are ICT, urban infrastructure, Mining Equipment Technology and services.

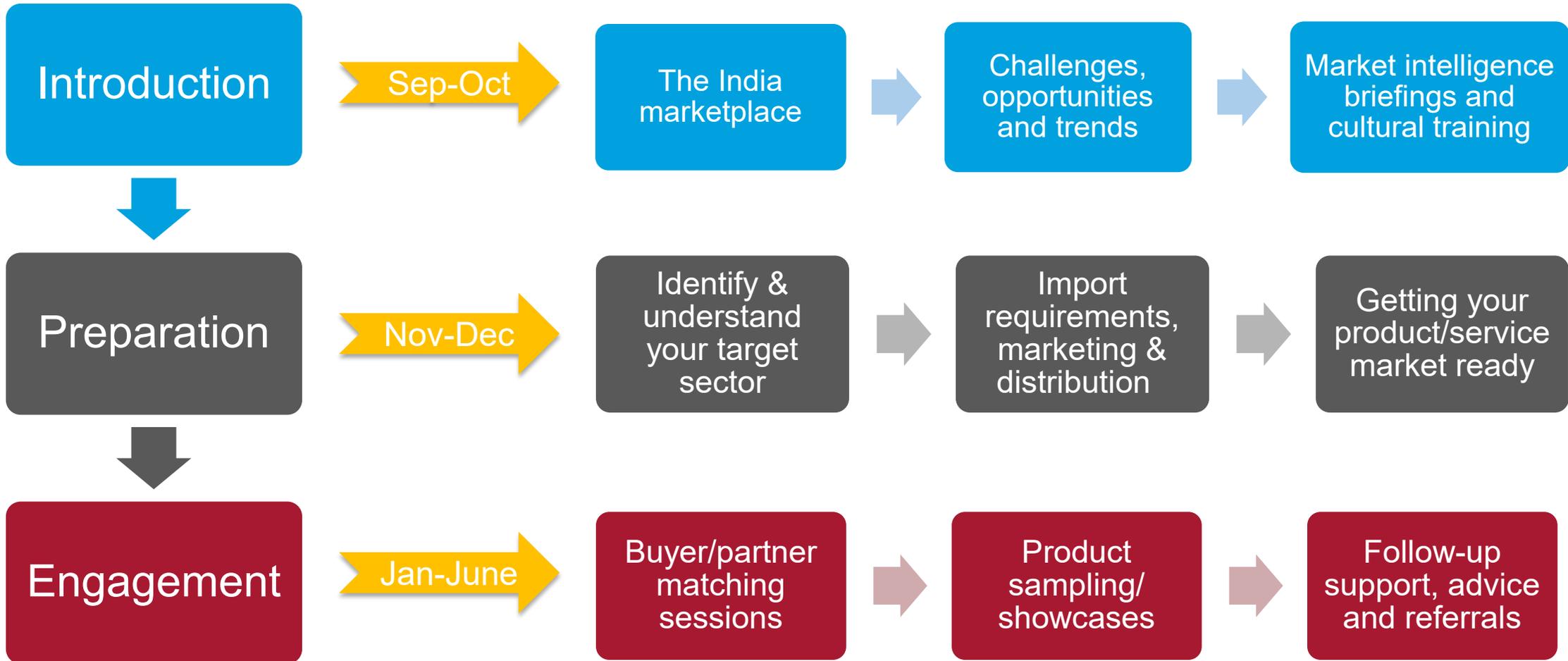
Rohit's career has included roles in both the public and the private sector. Prior to his current role, Rohit was the Chief Representative in India for the Mayor of London's Office and the London Development Agency (LDA). From 2002 to 2007, Rohit worked for the Australian Trade Commission (Austrade) in Mumbai and was awarded the 'Global Austrader Award' in 2006.



- Why India?
- India's F&B Sector
- Opportunities and Challenges
- Doing business in India

India - Agribusiness (tech), Food & Beverage

Program Overview



Program timing & details may be subject to change

NSW Treasury

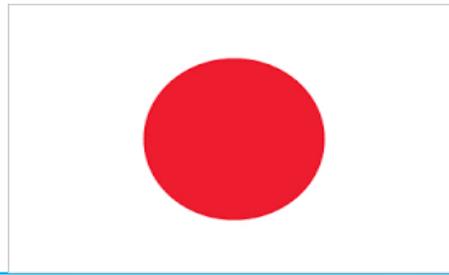
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Peter Knight
NSW Trade and Investment Commissioner, Japan
NSW Treasury

Peter started his career with the Department of Foreign Affairs & Trade, and was posted to Tokyo in the mid-1990s, where he worked in the Multilateral Trade Negotiation section, covering APEC, WTO Services as well as Kyoto Protocol Climate Change negotiations.

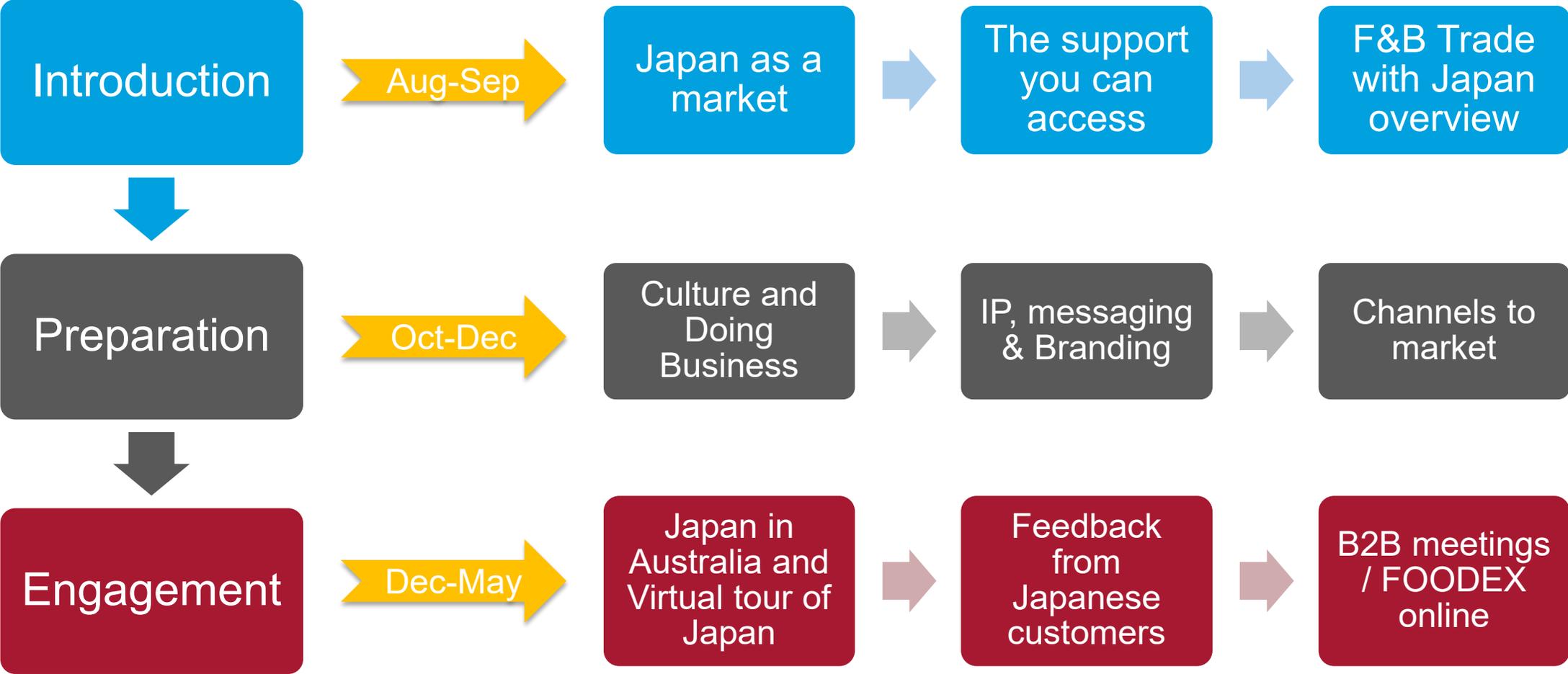
Following his posting, he moved to the private sector with Telstra Japan as Business Development Manager, to expand their Japan operations, before moving to the Financial Services sector in based in Tokyo with regional responsibilities for Asia-Pacific in 1999.



Opportunities	Challenges
Market Size - \$645 bn across all food channels in 2019	Highly sophisticated, complex and competitive environment
Diverse channels	Navigating effectively
Innovation, healthy, safety and convenience	Quality, branding, packaging expectations
Long term, less transactional	Choosing the right partner and understanding the culture
JAEPA	COVID-19

Going Global Trade Program – Japan F&B

Program Overview



Program timing & details may be subject to change



Yoojin Kim

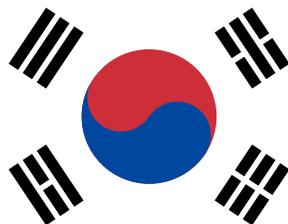
NSW Trade and Investment Director, Republic of Korea

NSW Treasury

Yoojin represents NSW Government in South Korea for NSW Trade & Investment activities and started her current role in 2014.

Yoojin has extensive insight into international trade promotion gained through management roles at New Zealand Trade & Enterprise and Korea's National IT Industry Promotion Agency (NIPA). In these positions, Yoojin managed programs to help SMEs achieve success in global markets. She also managed NIPA's network of eight international offices.

South Korea

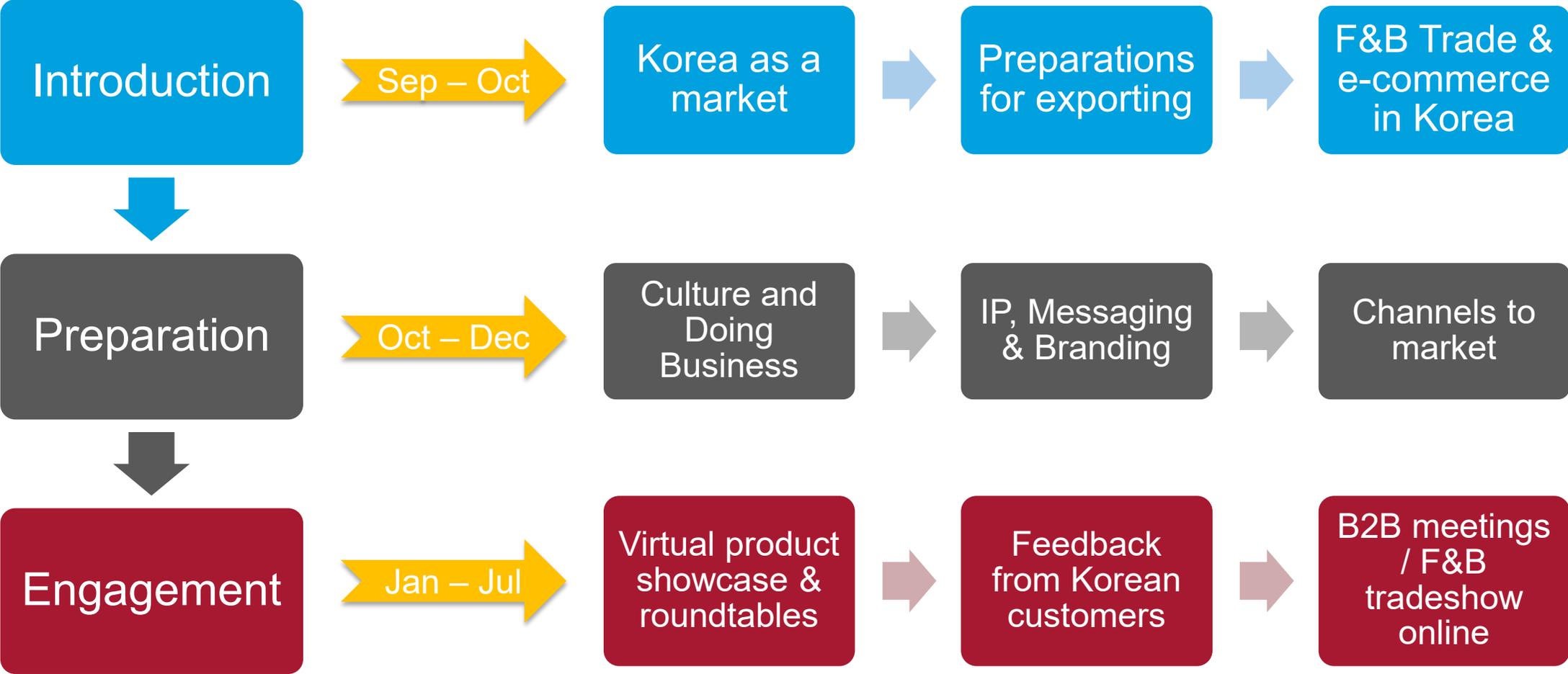


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Opportunities	Challenges
Country – Population of 51.6 million, GDP US\$ 1.63 trillion, world's 11th largest economy, 4th trading partner	Highly sophisticated, complex and competitive environment
Market Size – F&B value totalling AUD\$2.6 billion in 2018	Choosing the right partner and understanding the culture
KAFTA – Especially beneficial to F&B and agricultural exports	High quality, branding, packaging standards
Long term, less transactional	COVID-19

Going Global Trade Program – Korea F&B

Program Overview



Program timing & details may be subject to change

NSW Treasury



Moin Anwar

NSW Trade and Investment Commissioner, Middle East

NSW Treasury

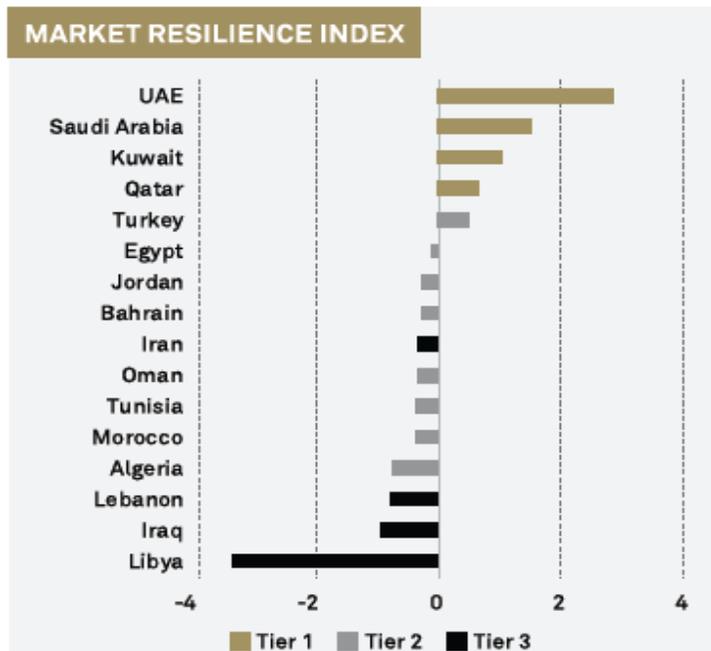
Moin has been the NSW Trade and Investment Commissioner (Middle East) since October 2011 and is based in the UAE. He is responsible for attracting investment, promoting exports and maintaining high-level government and business relationships for NSW. In this region, sectors of focus for NSW are food and beverage, infrastructure, healthcare, technology and education.

Moin has been based in the UAE since 1994 and has more than 25 years of business development experience working for leading public and private sector organizations. Prior to his current role, Moin was Director Exporter Services for Dubai Exports, Government of Dubai. From 2000 to 2008, Moin worked for the Australian Trade Commission in the UAE and his last position was Business Development Director. Moin started his career in the UAE with a Fortune 500 company, Crown Holdings.

United Arab Emirates



EMIR SUCCESSFUL PERSPECTIVES



*Index is based on several indicators such as but not limited to foreign reserves, growth projections, budget balance, trade exposure and domestic stability. Positive values indicate the ability to weather the economic and political fallout of covid-19 while negative values indicate the opposite. Absolute values greater than 1 indicate exceptional resilience or non-resilience.

- The UAE is our gateway to the Gulf region.
- Current population of the region is around 54 million with a predominantly young demographic.
- Some of the world's wealthiest nations based on GDP per capita are in the region.
- It largely import dependant and is utilizing petrodollars for economic development and modernization.
- Some food manufacturing in the region, hence opportunities to supply ingredients.
- E-commerce platforms are becoming a viable channel to enter the market.
- A third of the world's population lives within a 4 hour flight radius.
- A global hub with excellent logistics infrastructure.

UAE - Next Steps

Gulfood 2021

21 - 25 February 2021



Expo 2020 Dubai

1 October 2021 - 31 March 2022



Yvonne Chan
Deputy Consul General (Commercial) &
Senior Trade Commissioner, Austrade Vietnam

Yvonne Chan joined the Australian Consulate-General in Ho Chi Minh City as the Deputy Consul General and Senior Trade Commissioner of Australian Trade and Investment Commission (Austrade) in April 2016. Prior to her posting in Vietnam, Ms Chan was the Deputy Consul General and Senior Trade Commissioner in Hong Kong, Assistant General Manager - Trade in Sydney, the Deputy Representative and Senior Trade Commissioner in Taipei, and the Deputy Consul General and Senior Trade Commissioner in Guangzhou.

Prior to joining Austrade, Ms Chan has worked with international companies like Boral Australia, Australian Provincial Newspapers, and Hong Kong Convention & Exhibition Centre in the marketing and business development capacities ranging from industrial to services sectors. Ms Chan has worked and lived in Hong Kong, Australia, mainland China, Singapore and Taiwan.

Vietnam



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COVID-19: Key Business Impacts

80%

YoY in Q1 2020 for healthcare products, food and essential products on leading e-commerce platforms

Breakdown

Supply chain
Logistic



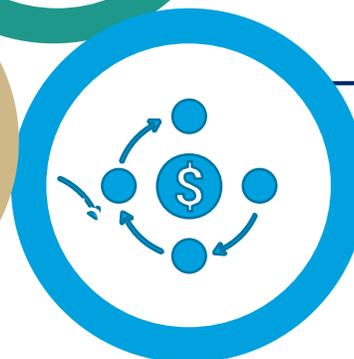
Innovation & growth

Goods retail
e-commerce



Digital consumers

Increasing new online shoppers
Mobile money / e-wallet



Vietnam

Opportunities: Australian F&B



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01

Changing consumer market environment

Rapid retail growth

AANZFTA: 90% Australian products are exempted

02

Premium products in HORECA & Retail

Health-related food products

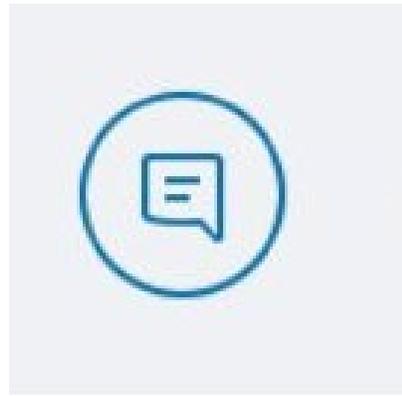
Post-COVID support

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Too good to be true

Challenges do exist!

Please type your questions into the **IM** (instant messaging) box on the bottom left of your screen.



Next Steps



- We welcome your interest in the NSW Going Global Program.
- Please register at global.nsw.gov.au/going-global-program
- This slide deck will be sent to you all.
- For more information on NSW Going Global or to reach one of today's presenters, you can reach us at NSWGoingGlobal@treasury.nsw.gov.au
- We would also welcome your feedback on today's session to NSWGoingGlobal@treasury.nsw.gov.au
- Go here to find out how we can assist and to connect with one of our export advisers:
<https://www.business.nsw.gov.au/export-from-nsw/export-assistance/coaching-with-our-export-advisors>