

Welcome to the Greater Shepparton Exporters' Network 2009

The Greater Shepparton City Council is proud to support the Greater Shepparton Exporters' Network in 2009.

The Network will give your business a strong insight of export activities and requirements and provide an opportunity for your business to network with other organisations interested in exporting.

The Network will consist of a training program led by export representatives from VECCI and Austrade. They will deliver essential learning's to give your business a kick start in the export field.

In this issue, please find the dates and times for each of the export training sessions and networking events for 2009. These sessions are a vital component of the network therefore it is ideal for participants to schedule these dates in advance in their personal calendars.

Export information will also be regularly posted on the Greater Shepparton City Council website. Please find the link below which will enable you to connect directly to this section of the site.
www.greatershepparton.com.au/business/greatersheppartonexportersnetwork.

Regular bulletins will follow this issue which will consist of information on upcoming events and training sessions, case studies, a summary of topics covered at training, useful contacts and other information circulating that may be of vital interest to the Greater Shepparton Exporters' Network.

In the meantime if there are any further questions with regards to the Greater Shepparton Exporters' Network, please telephone (03) 5832 9532 or email megan.randall@greatershepparton.vic.gov.au.



Inside this issue:

<i>Welcome to the Greater Shepparton Exporters' Network</i>	1
<i>Training sessions and networking events</i>	1
<i>International Relations Strategy</i>	1
<i>Trade Fairs and Missions Program</i>	2
<i>Testimonial from Dale Thomson, Australian Wine and Food Managing Director.</i>	2
<i>Useful contacts</i>	2

Training sessions 2009

HOW CAN AUSTRADE HELP?

Wednesday 18 March, 2009
Scott McGillivray, Tradestart Export Adviser, Australian Institute of Export

COUNTRY FOCUS: CHINA

Wednesday 22 April, 2009
Shirley Ng, International Business Development Manager, VECCI

COUNTRY FOCUS INDIA

Wednesday 20 May, 2009
Geeta Heffernan, International Business Development Manager, VECCI

GENERATING AND QUALIFYING SALES LEADS

Wednesday 17 June, 2009
Shirley Ng, International Business Development Manager, VECCI

HOW TO MAKE THE MOST OF AN OVERSEAS MISSION

Wednesday 15 July 2009
Geeta Heffernan, International Business Development Manager, VECCI

GROUP DAY TRIP

Wednesday 12 August 2009, Ryan and McNulty, Bruck Textiles and Brown Brothers Estate

COUNTRY FOCUS: UNITED STATES OF AMERICA

Wednesday 19 August 2009
Shirley Ng, International Business Development Manager, VECCI

RISK MANAGEMENT IN EXPORTING

Wednesday 16 September 2009
Geeta Heffernan, International Business Development Manager, VECCI

COUNTRY FOCUS: EUROPEAN UNION

Wednesday 21 October 2009
Shirley Ng, International Business Development Manager, VECCI

MAKING THE MOST OF FREE TRADE AGREEMENTS

Wednesday 18 November 2009
Geeta Heffernan, International Business Development Manager, VECCI

International Relations Strategy

Greater Shepparton City Council's Economic Development Department is currently developing an International Relations Strategy.

The Strategy will assist in determining the best role the Council can play in assisting businesses to export, as well as to develop and maintain social and cultural relationships with its Sister Cities. The International Relations Strategy is expected to be finalised by June 2009.

Trade Fairs and Missions Program - Applications Now



The Victorian Government's *Opening Doors to Export Plan* provides funding to support Victorian companies attending or participating in overseas trade fairs and missions. Incorporated associations, councils, organisations and registered businesses (auspice bodies) with a two year trading history are invited to submit an application to project manage groups of Victorian companies' participation in trade fairs and missions. Applications may be industry based, by region or with a specific focus on an overseas market.

Applications are being sought for trade fairs and missions which occur between July 2009 and December 2010.

Applicants should have:

- A strong presence in their industry
- Ability and resources to recruit and project manage a group of six or more Victorian companies' participation in a trade fair or mission; and
- Presence or contacts in relevant overseas markets.

Funding assistance is available for:

- Overseas trade fairs - up to \$40,000
- Overseas trade missions - up to \$30,000
- Industry capability missions - up to \$200,000
- Inbound trade missions - up to \$15,000.

APPLICATIONS CLOSE 13 MARCH 2009.

For further information and an application form, simply visit www.export.vic.gov.au

Dale Thomson, Greater Shepparton Export Readiness Program (2008) participant

“Understanding all components involved in exporting allows Australian Wine and Food P/L to assess our strengths and weaknesses,”
Dale Thomson,
Australian Wine and Food.

Dale Thomson, Managing Director of Australian Wine and Food, took the time to share his perceived advantages after participating in the 2008 Export Readiness Program and what he looks forward to gaining from the 2009 Exporters' Network Program.

“Australian Wine and Food's approach has been to participate in all export information sessions to develop a business plans focused purely on export activities and to assess funding opportunities at all levels of government.

Understanding the export process pinpoints external expertise required by consultant groups to further business owners export success.

Understanding all components involved in exporting allows Australian Wine and Food P/L to assess our strengths and weaknesses. The program has a mix of private export operators who have financial experience in exporting, proving invaluable for feedback on our companies current export concepts.

The benefit of participating in Greater Shepparton Exporters Network 2009 is to increase knowledge and networks for business owners who plan to export.

I would recommend the Greater Shepparton Exporters Network program to all business owners to progress their export potential.”



Useful Contacts

AusIndustry

AusIndustry is the Federal Government agency for delivering products, services and information that supports industry, research and innovation.

T: 13 28 46

W: www.ausindustry.gov.au

Austrade

The Australian Trade Commission is the Australian Government agency that helps Australian companies win overseas business for their products and services by reducing the time, cost and risk involved in selecting, entering and developing international markets.

T: 13 28 78

W: www.austrade.gov.au

Business Victoria

Business Victoria is a comprehensive online resource designed to help start, run and grow businesses.

W: www.business.vic.gov.au

Regional Development Victoria

Find out about programs, funding, development and support service. Businesses can review case studies and discover how Regional Development Victoria can help their organisation.

T: (03) 5821 1811

E: informa-tion.shepparton@rdv.vic.gov.au

W: www.rdv.vic.gov.au

