

## International Mission

# Australian Rail Supplier Mission to China

**Discover how Australian firms can learn from the Chinese manufacturing supply chain and where our manufacturers can strategically benefit.**

### About this mission

The Rail Supplier Advocate will be leading an Australian rail supplier mission to China to expose firms to international best practice, assist firms to benchmark themselves and learn new competitive practices. The mission will also provide firms with opportunities to develop international partnerships and identify new technological innovations.

To maximise benefits to participants, the Rail Supplier Advocate and Enterprise Connect are developing a qualitative tool to assist firm's benchmark their operations against those in China and to develop a method of collecting, analysis and disseminating this information.

The Industry Capability Network is participating in the mission to assist in promoting Australian capabilities and identifying opportunities. CSIRO is also joining the mission to focus on technologies in the rail sector.

### Why you should participate

- Increase your company's potential for business and export sales to China.
- Learn how to do business in China with Chinese manufacturers.
- Understand your own (and our rail supply sector's) competitive advantage.
- Meet potential customers and contacts at networking events and tailored appointments.
- Benchmark your company against Chinese manufacturers.
- Investigate opportunities and joint venture possibilities.
- Hear from Chinese experts and develop an understanding of their market.
- Better understanding and information for your export market strategies and home market improvement/penetration.
- Find ways to raise your competitiveness and improve your business performance.
- Create or increase awareness of your brand.
- Identify new technologies and innovations

### Important information

**Date:** 19-30 September 2011

**Visiting:** Beijing, Shanghai and Hong Kong

**Application deadline:** 31 July 2011

### Who should attend?

Senior executives in the rail sector – wanting first-hand strategic insight to the future of rail and understanding where to position their business

Australian businesses in:

- Rolling stock and component manufacture
- Rail technology solutions in signalling, communications and software
- Rail specific products and services
- Manufacturing industries wishing to diversify into the rail supply sector

*"I would highly recommend this rail industry mission to China as participants will get first-hand information about the latest manufacturing and supply technologies and opportunities"*

Bruce Griffiths  
Rail Supplier Advocate



## Market opportunities and insights

- China is the world's second largest economy - A\$6trillion GDP.
- China's high-speed and conventional rail construction boom means the country will remain the world's single largest rail market for at least the next 10 years.
- Chinese companies' are hungry for foreign assistance on the most advanced components. There is an opportunity for foreign companies in partnering as Chinese product is exported to the world. "The Ministry of Railways has implemented a series of policies to encourage the introduction of foreign advanced technology". (Source: IBISWorld Inc.)
- The rail transportation equipment manufacturing industry in China is in the growth phase of its life cycle. Industry revenue is expected to increase at an annualized rate of 15.9% in the next five years, totalling A\$32 billion by the end of 2015. Value added is expected to total A\$7.3 billion in 2015, with an annualized growth rate of 14.9%. (Source: IBISWorld Inc.)

## Mission program outline *(subject to change)*

- Sunday 18 September – arrive Beijing
- Company/facility visits will include
  - CNR Locomotive Works Tangshan
  - Qingdao Sifang Rolling Stock Research Institute
  - Zhejiang Dafeng Industry Co
  - China South Railways Plant, Zhuzhou
- Briefings - "Doing Business in China" – lessons from Australian firms in market
- Networking and business meeting sessions
- Thursday 29th September – meeting with MTR Procurement Hong Kong

## Cost of participation

The mission cost per delegate is estimated to range between \$3500-\$5000 (incl. on-ground transport in China, networking events, venue hire). However, assistance with these costs may be available from respective state governments or other schemes.

Participants will be responsible for their own airfares to/from China, accommodation and meals in China.

You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.

## Deadlines – Further Information

Prospective Participant Briefings: teleconference briefing on **7 July** and at ARA's Rail Supplier Forum in Melbourne on **14 July**

Final date for applications: **31 July 2011**

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

If you are interested in participating or learning more contact Phil Bourke on (03) 9648 3170 or [Phil.bourke@austrade.gov.au](mailto:Phil.bourke@austrade.gov.au)

