



Ararat Rural City

araratruralcity
your location of
choice

CHINA

The Golden Link -
A Dream or Reality?

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Ararat Rural City LGA
Population = 12,000+

Active contact with



4 Chinese towns
Population = 13.5 Million

Why is it so?





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Gum San
Chinese
Cultural
Heritage
Museum
Ararat



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Ararat Rural City

Top to Bottom

Huzhou

Yiwu

Ji'an

Taishan



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关系

GUANXI

TRUST - FRIENDSHIP

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CULTURAL BENEFITS?

- Ararat highly regarded in Chinese Government circles
- Hundreds of Chinese diplomats and business people have visited Ararat
- Teacher exchange with Taishan No1 High School
- Student Teacher placement in Taishan from University of Ballarat 15-20 per year



Business Benefits

- 3 years ago = 0
- 2009 – 2011 over \$500,000 in facilitated wine sales
- Over \$200,000 sales of Ararat region wines with Council receiving 50c bottle levy
- Requests for food and drink items from our contacts that we cannot fill



HOW DID WE DO IT?

- Leveraged Ararat Rural City's 15 year relationship and Guanxi with China
- Facilitated and created a wine cooperative
- Licensed Council's respected name and logo



HAS OUR
CHINA
LINK
TURNED
INTO
GOLD?



YES!

Ararat
Gold
Shiraz





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ARARAT
GOLD
SHIRAZ
LAUNCHED
@ Taishan
MAY 2010



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澳大利亚亚拉腊市金葡萄酒品鉴会

Australian Ararat Gold Wine Tasting Expo



增进友谊 促进合作

Strengthen Friendship Promote Cooperation

主办：中国台山市人民政府 澳大利亚亚拉腊市政府
Sponsored by: The People's Government of Taishan City, Ararat Regional Council



The Grampians Pyrenees Wine Cooperative



PITFALLS

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WHO DO YOU TALK TO?

- Victorian Government Business Office
- Austrade
- VECCI's Global Trade Officers
- Your industry body
- Ask if your Council has a China link
- Ask if your bank has a branch or associate in provincial China – some do!



THE GOLD IS THERE!

- **China's market is 1.4 billion people**
- **Ararat has accessed 1.0%**
- **Victoria's Sister State Jiangsu Province has 78.5 million people**
- **Australian food products has a clean green reputation – don't be afraid to be parochial**





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HANDY HINTS FOR MINERS

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Don't promote one quality and price at home and try to charge more or have a lesser product for China.

Chinese know how to use computers!
AND
THE INTERNET





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GUANXI is not a one night stand!

**Do it right and you can have a friend
first and a business associate second
– for life**



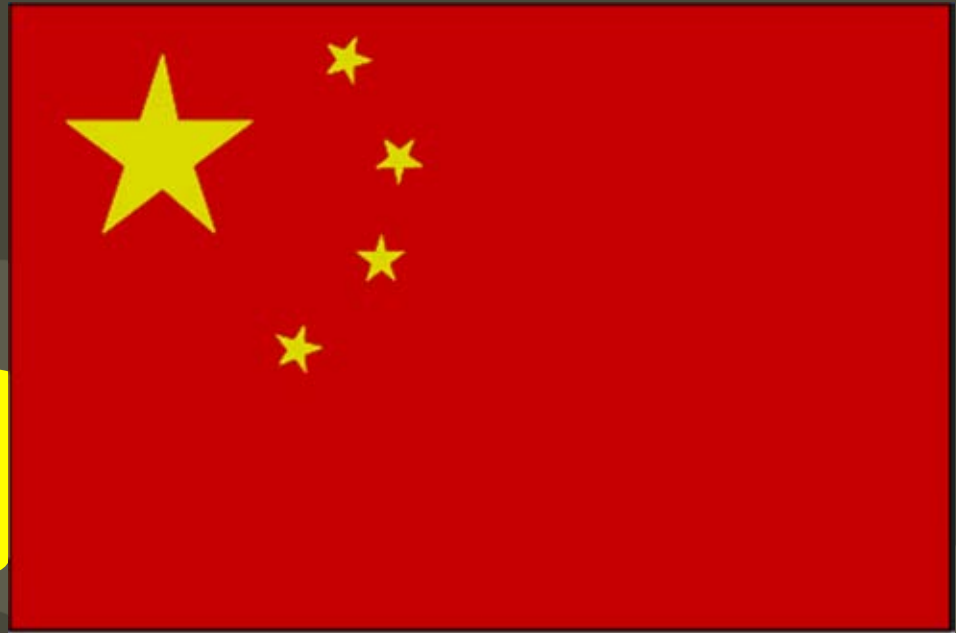


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