

Austrade East China



- East China, including the Yangtze River Delta, represents some of the **most prosperous and economically advanced provinces in China today**.
- Austrade's East China network is managed from a **hub office in Shanghai, the financial and commercial heart of China**.
- Austrade Shanghai manages **4 regional offices: Nanjing, Hangzhou, Ningbo and Wuhan**.
- Austrade's coverage of key markets in East China is further enhanced by a **network of Trade Correspondents in Nanchang, Hefei, Wuxi, Suzhou, and Hongqiao**.

The Austrade East China Team

SHANGHAI



Dan SUN, STC



Peter IRONMONGER, TC
Senior Team Leader



Shiming TANG, SBDM
Construction/environment/industrial



Julie-Anne Nichols, SBDM
Senior Team Leader



Bob XU, SBDM
Automobile/building materials/chemicals



Lily RUAN, BDM,
Marine/sport/energy/jewellery



Connie ZHANG, Senior OM



Helen ZHAO, Assistant OM



Karen CHEN, PA/IO



Jamie SONG, Accounts



Irene JIN, BDM
ICT/finance/architecture



Claire WANG, BDM
Education/training



Willa YANG, BDM
Food/beverage/consumer agri



Stella CAI, BDM
Food/beverage



Derek Xu, BDM
Biotech/medical/health



Shirley ZHANG, BDM
Fashion/entertainment



Vivian ZHAO, BDM
Art/education/services/media



Rose YING, BDM
Food/beverage/agri



Wendy WANG, Reception

NANJING



Frank LIU, Manager
All sectors



Victoria WANG, BDM
All sectors

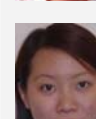


Bridget ZHENG, BDM
All sectors

HANGZHOU



Frost HUANG, Manager
All sectors



Patty WU, BDM
All sectors

NINGBO



Hailey QIU, Manager
All sectors



Angela HUANG, BDM
All sectors

WUHAN



Leo SHAW, Manager
All sectors



Marina ZHANG, BDM
All sectors

Why East China?

Key Facts:

Yangtze River Delta/East China

- Yangtze River Delta (YRD) includes Shanghai and parts of Jiangsu and Zhejiang provinces equivalent to 15 cities with a population of 130 million.

Shanghai

- China's largest city with a population of 17 million.
- Central to China's economy and gateway for foreign trade and investment.
- Over half of Australia's exports to China enter through its seaport - China's largest.

Nanjing

- Capital of Jiangsu province (pop 74 million).
- Jiangsu has 2nd highest total GDP after Guangdong, making it one of China's richest provinces.

Hangzhou

- Capital of Zhejiang province (pop 46.8 million).
- Hangzhou twice voted by Forbes magazine as the number 1 city in China for business

Ningbo

- Seaport in sub-provincial city of Zhejiang (pop 5.5 million).
- Ranked by Forbes in 2004 as second best commercial city in China.
- To be linked to Shanghai by world's longest bridge (40kms plus) by 2008.

Wuhan

- Capital of Hubei province (pop 59.8 million).
- Wuhan is the largest and most populated province in Central China.

Tap into the riches of the 'Pearl of the Orient' and beyond...

Since the late 1990s, Shanghai has resumed its position as the premier international metropolis in China, if not the region. It is also the 'dragon head' of the Yangtze River Delta and the whole East China economy, a region with unlimited export opportunities for Australian exporters.

Key sectors offering hot opportunities for Australian exporters include:

Shanghai

- Telecommunications and related products and services
- Education/training
- Infrastructure/building & construction/environmental services and technology
- Food/beverages.
- Consumer/fashion/luxury
- Marine related

Nanjing

- Automotive components, die & mould
- Tourism/leisure (hotel development, management and marinas)
- Corporate/vocational training (preferably offered in Australia)
- Building/construction

Hangzhou

- Financial services (huge pool of private wealth)
- Tourism/leisure (hotel development, management and marinas)
- Luxury fashion and cosmetics
- Professional training (preferably in-market)
- Sophisticated architectural design and environmental building material
- Technology/brand uplift (high demand for growing private companies)

Ningbo

- Medical/natural/health products
- Arts/culture/performance related products and services
- Environmental infrastructure/building and construction
- Architectural and landscape design
- Tourism/leisure (hotel development and marine/marinas sector)
- Education and training, professional services

Wuhan

- Education
- Building/construction
- Automotive components
- Architectural design/urban planning
- Food and beverage (wine)

Contact Details

Shanghai Suite 4710-12, Plaza 66 1266 Nanjing Rd West Shanghai 20041 Tel: +86 21 63211333	Hangzhou Suite 5F-J, Zhongtian Mansion, 173 Yu Gu Rd Hangzhou 310007 Tel: +86571 87630050	Wuhan Rm 2808 Jian Yin Building, 709 Jian She Da Dao Wuhan 430015 Tel: +86 27 8548 6700	Ningbo Rm 1903, Financial Mansion, 138 Jiang Dong Rd North Ningbo 315040 Tel: +86 574 87338313	Nanjing Suite 1163 World Trade Centre, Jin Ling Hotel 2 Han Zhong Rd Nanjing 210005 Tel: +86 25 84711178
---	---	--	---	---

For further information, email: shanghai@ustrade.gov.au

Austrade's Greater China Network

With close to 100 staff in Greater China (mainland China, Hong Kong and Macau), Austrade can tailor its service to suit companies' individual business development needs:

- Larger companies use the Austrade network as an extension of their own marketing teams to extend their reach, sourcing in-market business intelligence for assistance in lobbying local governments.
- For smaller companies, Austrade's presence in second tier cities provides access to markets that are attractive but less hyper-competitive than Shanghai and Beijing.
- Finally, there are local opportunities that Austrade identifies only because it has full time staff on the ground in its regional offices.

Austrade's extensive network of 15 offices and 12 Trade Correspondents in China is a major asset for Australian businesses and provides a competitive advantage in accessing export and investment opportunities in the vast and highly diverse Chinese market.