

Austrade North China



- North China offers Australian exporters the **affluence of Beijing** and **markets hungry for products and services to fuel aggressive economic development.**
- Austrade's North China network is managed from a **hub office in Beijing, the 'heart' of China.**
- Austrade Beijing manages **3 regional offices: Dalian, Qingdao and Xian**, key cities in the North.
- Austrade's coverage of North China is further enhanced by a **network of Trade Correspondents in Tianjin, Harbin and Shijiazhuang.**

The Austrade North China Team

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BIS/food



LIU Bing, TC
Infrastructure



HUANG Yong, SBDM
Olympics/sport



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Services/film/games/multimedia



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ICT/services/education



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All sectors

QINGDAO



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Services/consumer/Biotech/film post production



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Infrastructure/architectural design/building/construction

XIAN



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Why North China?

Key Facts:

Discover the heart of the China market

Bohai Rim/North West China

- Bohai Bay Rim made up of Beijing, Tianjin, Hebei, Shandong and Liaoning with population of 230 million, (17.5% of national total)
- Rival to Yangtze and Pearl River Deltas as FDI magnet and economic development

The North and West China markets are experiencing rapid development centred around a number of key commercial centres and 'first and second tier' cities.

At the peak is Beijing, one of the largest and most affluent 'first tier' markets in China and the centre of government decision making. 'Second tier' cities like Tianjin, Dalian, Qingdao, Shenyang (Liaoning) Harbin and Xian, with their aggressive economic development, also present attractive opportunities for Australian companies in a less competitive environment.

Beijing

- Major infrastructure upgrades for 2008 Beijing Olympics.
- Key focus for companies pursuing government related or dependent business.

Key sectors offering hot opportunities for Australian exporters include:

Beijing

- Mining & Energy
- Agribusiness
- Building & Construction
- Technology & Expertise
- Services Beijing Olympics 2008

Dalian

- Capital of Liaoning province (pop 42 million).
- Key eastern seaport.
- Government's 'Revitalisation' policy a major driver of economic activity and opportunities.

Dalian

- Urban planning and Design Services
- Environmental Management
- Agribusiness
- Automotive Components and Service Industries
- Education

Qingdao

- Capital of Shandong province (pop 91 million).
- Key eastern seaport.
- Strong in agribusiness and now expanding into electronics, consumer durables and chemicals.

Qingdao

- Marine
- Building Materials and Technology
- Services
- Agribusiness
- Olympic related (Qingdao is venue for key sailing competition in China)

Xian

- Capital of Shaanxi province (pop 37 million).
- Key economic hub for west China and focus of Government's 'Western Development' strategy.

Xian

- Mining & Energy
- Agribusiness
- Education
- Tourism Services

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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.