

# Austrade South China



- The Pearl River Delta (PRD) is the **fastest growing region in the world's fastest growing economy**. It absorbs a quarter of Australia's exports to China, equivalent to US\$2.1 billion in 2004.
- Austrade's South China network is managed from a **hub office in Guangzhou, the "heart" of the PRD**.
- The Guangzhou office in turn manages **3 regional offices, namely Kunming, Chengdu and Shenzhen**.
- The South China network and comprehensive coverage of the PRD is supplemented by a **network of Trade Correspondents in Changsha, Chongqing, Xiamen, Haikou and Nanning**.

## The Austrade South China Team

### GUANGZHOU



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*Post management*



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# Why South China?

## Key Facts:

### South China/PRD

- Austrade's hub office and regional offices provide coverage over 8 provinces and 1 municipality – equivalent to a consumer market of 390 million people.

### Guangzhou

- Capital of Guangdong province (pop 79.54 million).
- Accounts for 25% of all Australian exports to China by itself.

### Shenzhen

- Sub provincial city of Guangdong.
- China's highest per capita income.
- Highest per capita GDP in China, 4<sup>th</sup> after Shanghai, Beijing and Guangzhou.
- China's leading export manufacturing city, accounting for nearly 14% of China's total exports.

### Chengdu

- Capital of Sichuan province (pop 87 million).
- A significant retail market and magnet for foreign investment, Sichuan is also positioning itself to be a centre of IT and finance.

### Kunming

- Capital of Yunnan Province (pop 43.76 million).
- 10<sup>th</sup> highest annual per capita living expenditure on food – hence a significant Chinese market for food and beverage exporters.

## Discover the gateway for exports to the mainland...

The Pearl River Delta region and cities in South China like Guangzhou, Chengdu, Kunming and Shenzhen comprise the most dynamic and richest markets in China.

The region's wealth and industrial development have also been boosted by its proximity to and increasing economic integration with Hong Kong and Macau – the 'Gateways' to the PRD.

### Key sectors offering hot opportunities for Australian exporters include:

#### Guangzhou:

- Agribusiness
- Food and beverages
- Building materials, architecture and construction services
- Education, training and professional services
- Consumer products (fashion, jewellery)
- Medical and natural health products
- Automobile – OEM and after market products
- Environmental protection
- Marine – yacht and training services

#### Shenzhen:

- Agribusiness
- Food & beverage, seafood
- Building materials & architecture design
- Education and Training
- High technology\ICT
- Logistics

#### Chengdu:

- Food and beverage
- Agribusiness
- Infrastructure & building materials
- Pharmaceutical
- ICT

#### Kunming:

- Mining
- Horticulture
- Animal husbandry & agribusiness
- Food & beverage
- Biotech (particularly plant, animal husbandry and pharmaceutical)

## Contact Details

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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.