Opportunities for International Investment and Trade – What Austrade Can Offer

Jeff Swingler
Senior Investment Specialist – Resources & Energy
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www.austrade.gov.au
Austrade’s role

Austrade’s role is to advance Australia’s international trade and investment by:

• **Provide coordinated government assistance to attract productive foreign direct investment (FDI) into Australia.** Facilitating:
  – New companies conducting exploration or delivering services
  – International investment into existing businesses

• **Help Australian companies to grow their business internationally**
  – International promotion and support
  – Export Market Development Grants

• **As part of the Federal Government agenda**
  – Red tape reduction
  – Broader economic policy settings
  – Improve market education
Austrade’s network

[World map showing Austrade's network around the world]
Australian Oil and Gas technologies & services

- Exploration and drilling
- Transport and logistics
- Production, processing and maintenance
- Pipeline
- Onshore facilities
- Subsea infrastructure
- Marine and offshore facilities
- Education, training and R&D
Why is Austrade here

- Support the delivery of economic benefits from the Cooper Basin and leverage the learnings across the country
- Increase our understanding of the gaps in the supply chain and the regulatory issues facing operators and suppliers
- Identifying opportunities to take to International investors for the benefit of Australian economy
- Meet with domestic businesses that are considering International expansion
How Austrade adds value

• Identifying and introducing International investors to opportunities — projects and service providers (identified in conjunction with the various States)
• Promoting greenfields and reinvestment opportunities for International R&E companies
• Identifying and assessing overseas commercial opportunities for the benefit of Australian businesses
• Providing access to networks of key decision makers, customers and contacts
• Providing information and insight that will assist firms to achieve their objectives
• Ability to leverage the ‘badge of Government’ for the benefit of Australia
Oil and Gas Assistance

**Industry Specialists**
- Trade Commissioners & Business Development Managers in major oil and gas markets who keep up to date with specific country industry information

**Industry Events**
- Events include international exhibitions, oil and gas missions, market briefings, customer visits.

**Tailored Services**
- Specific tailored research to assist oil and gas companies enter, expand and compete in overseas markets.
Tailored Trade Services

Help with International Market Selection
• Assessing market potential, barriers and regulations

Identification of relevant International contacts
• Potential buyers, partners, agents/distributors, key Government contacts, service providers & regulatory agencies

Market Entry & Expansion
• Market & promotional advice, introductions for establishing a business, international competition information, appointment programs, business matching at trade shows

Tailored services are available at a fee.
Austrade’s Activities

• Currently dealing with > 400 O&G companies

• Investment – facilitated experienced companies from mature markets to enter and invest in Australia. E.g.
  – Upstream exploration
  – Valves, components and equipment suppliers
  – Engineering companies
  – Safety training organisations

• Trade > 90 O&G companies have participated or been supported in International trade endeavours
Online resources – austrade.gov.au

• **Assess your export readiness** using Austrade’s International Readiness Indicator
• **Market profiles** – more than 84 country/export market profiles
• **Find out about events** in Australia and overseas
• **Australian Suppliers Database** – join over 10,000 Australian companies in this directory accessed by potential customers throughout the world - listing is free of charge
• **Export Update** – subscribe to a free monthly newsletter to receive the latest in export news and events
Austrade Resources and Energy Contacts

**Investment**
- Leigh Kennedy  
  Tel (03) 9648 3251  
- Email leigh.kennedy@austrade.gov.au

**Trade**
- Ruth Keane  
  Tel (08) 9261 7916  
- Email ruth.keane@austrade.gov.au