Introducing

Lisa Renkin
Deputy Commissioner
Greater China
Global Victoria’s Greater China Team

Chengdu
- Lisa Renkin: Deputy Commissioner, Greater China
- Sophia Li: Senior Trade & Investment Mgr
- Terry Wang: Education Services Mgr
- Jessica Peng: Office Mgr

Hong Kong
- Allen Kwok: Chief Representative of Hong Kong – Investment, Government Affairs & Ministerial Travel
- Jasmine Lu: Senior Business Development Mgr
- Eva Tsang: Administrative and Marketing Officer

Beijing
- Helen Pei: Investment Mgr
- Planpian Huang: Trade Mgr
- Li Qian: Education Services Mgr
- Lily Wang: Administration & Marketing Officer

Nanjing
- Sandy Gu: Investment Mgr
- Shy Xun: Mgr Projects & Vic Govt Coordination

Shanghai
- Tim Dillon: Commissioner for Victoria to Greater China
- Jessie Gong: Investment Director
- Michael Baird: Strategic Advisor, Office of the Commissioner to Greater China
- Gabriel Sun: Trade & Marketing Mgr
- Wendy Mao: Office Administrative Assistant
- Michael Daling Zhang: Senior Mgr Trade Development

Grace Bai: Regional Office Mgr

Jingjing Fu: School Education Services Mgr
China VGTI Network

- Beijing
- Nanjing
- Chengdu
- Shanghai (Local HQ)
- Hong Kong
GDP Growth Rate

2010: 10.6%
2014: 7.3%
2015: 6.9%
2016: 6.7%
2017: 6.9%
2018: 6.6%
### Provincial Differences
Nominal GDP per capita (2018)

<table>
<thead>
<tr>
<th>Province</th>
<th>Nominal GDP per capita (2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beijing</td>
<td>US$ 21,269</td>
</tr>
<tr>
<td>Zhejiang</td>
<td>US$ 14,803</td>
</tr>
<tr>
<td>Gansu</td>
<td>US$ 4,725</td>
</tr>
<tr>
<td>Sichuan</td>
<td>US$ 7,370</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>US$ 48,517</td>
</tr>
</tbody>
</table>
## China is a Global Trade Hub

<table>
<thead>
<tr>
<th>Global Trade</th>
<th>Imports</th>
<th>Ports</th>
<th>Air Freight</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.4%</td>
<td>USD $1.8Tr</td>
<td>4 of the top 5</td>
<td>3 of the top 11</td>
</tr>
<tr>
<td>USD $4.1 Tr</td>
<td>Globally #2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. China  
2. USA  
3. Germany  
24. Australia

1. USA  
2. China  
3. Germany  
21. Australia

1. Shanghai  
2. Shenzhen  
3. Ningbo  
5. Guangzhou

1. FedEx  
6. Cathay Pacific  
9. Air China  
11. China Southern
This new Australian-first agreement sums up everything we have achieved with China over the past four years – it means more trade and more Victorian jobs and an even stronger relationship with China.

Premier of Victoria, The Hon. Daniel Andrew
A Broad Engagement – Over 40+ Years

- Trade & Investment
- Business & Investor Migrants
- 5 Premier Visits
- 37 Ministerial Visits
- 1500 VYLC Students
- 2 Sister Provinces
- 110 HAMER Scholarships
- 12 Asia Capability Projects
- City of Melb & Tianjin
- MOUs eg innovation zones
- Culture
Trade with China – Around $28.3 Bn

23% of Victoria’s goods exports go to China

26% of Victorian imports come from China
Exports to China

- 2015: AU$4.69 Bn
- 2016: AU$4.78 Bn
- 2017: AU$6.33 Bn
- 2018: AU$6.19 Bn
- 2019:
Chinese International Student Enrolments in Victorian Universities (Dec 2018)

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrolments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>48,927</td>
</tr>
<tr>
<td>2015</td>
<td>58,064</td>
</tr>
<tr>
<td>2016</td>
<td>68,179</td>
</tr>
<tr>
<td>2017</td>
<td>80,137</td>
</tr>
<tr>
<td>2018</td>
<td>88,401</td>
</tr>
</tbody>
</table>
Tourism

Chinese Visitors to Victoria (Year Ending March 2019)

- 2015: 422,220
- 2016: 534,700
- 2017: 573,600
- 2018: 642,400
- 2019: 679,900
2015 Chinese-Australian Free Trade Agreement

- **20%** Dairy tariffs up to 20% are being eliminated by 1 January 2026
- **25%** Beef tariffs of up to 25% are being eliminated by 1 January 2024
- **20%** Wine tariffs of up to 20% were eliminated on 1 January 2019
- **30%** Citrus fruit tariffs of up to 30% eliminated by 1 January 2023
- **10%** Pharmaceuticals, including vitamins and health product tariffs of up to 10% were eliminated on 1 January 2019
Opportunities

eCommerce & New Retail
- Healthcare
- Beauty
- Snack Food
- Travel
- Education

Professional Services
- Financial and Legal Services
- Liveability
- Urban Design
- Environmental Management

Sports & Active Lifestyles
- Coaching
- Fitness
- Jnr & Female Participation
- Devices
- Data Analytics
### Opportunities

<table>
<thead>
<tr>
<th>F&amp;B</th>
<th>Medtech, Health &amp; Aged Care</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef</td>
<td>Clinical Trials</td>
<td>English Research</td>
</tr>
<tr>
<td>Dairy</td>
<td>Medical Devices</td>
<td>Research</td>
</tr>
<tr>
<td>Fruit</td>
<td>GP services</td>
<td>Study Tours</td>
</tr>
<tr>
<td>Juices</td>
<td>Aged Care Facilities</td>
<td>Universities</td>
</tr>
<tr>
<td>Alcohol</td>
<td>Diagnostics</td>
<td>VET</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Offshore Delivery</td>
</tr>
</tbody>
</table>
Challenges of Doing Business in China

- Busy Market Place
- Politics
- Market Access
- Business Culture
- Regulatory Environment
- Legal System
Market Entry Advice – How The Victorian Government Can Assist

- Labeling, marketing and advertising
- Understand your target market
- Is China right for you?
- Seek help from Global Victoria
- Choose your partner carefully
- Register your IP
Resources

China Skinny
https://www.chinaskinny.com/

The Silk Initiative
https://www.thesilkinitiative.com/

McKinsey & Company Insights
https://www.mckinsey.com/featured-insights/china

KPMG China Economic Monitor

The World Bank

Caixin Global
https://www.caixinglobal.com/

South China Morning Post
https://www.scmp.com/

Lowy Institute
https://www.lowyinstitute.org/
Greater China
Thank you