



MELBOURNE

Victoria
Australia

Middle East, Turkey and Iran

Covering a vast and diverse region, the Middle East, Turkey and Iran are important economic partners for Victoria. With strong economic and population growth, the region's engagement with global markets has increased providing key export destinations across a range of Victorian industry sectors. Iran offers substantial export opportunities as an emerging market following Australia's suspension of certain autonomous sanctions in January 2016.

Opportunities exist for Victorian businesses to export across a range of industries including:

International education and Vocational Education Training

Iran and the Gulf Cooperation Council (GCC) are committed to providing quality education and developing a local skills base to diversify their national economies. As Australia's leaders in transnational delivery, Victorian Higher Education and Vocational Education and Training (VET) providers have opportunities to expand their business and assist the region's investment in education.

Food and fibre

Key factors such as land-use restrictions, the climate and regional security issues make food security a top priority for governments across the region, particularly in the Gulf which imports 90 per cent of its food requirements. With strong population growth projected to exceed 500 million by 2020, the demand for high-quality food and beverage products is predicted to soar providing key opportunities for Victoria's agribusiness – particularly in the dairy, meat, prepared and health food industries.

Tourism and market accessibility

Seven flights arrive every day to Melbourne airport from countries in the Gulf region and have been a key driver for an increase in tourism providing a potential customer base for the Victorian tourism and hospitality sectors.

The United Arab Emirates (UAE) holds a strong position in the region as a major re-export centre and the airline companies that fly into Melbourne airport daily facilitate air cargo shipments to the broader regions of Africa, Asia and Europe.



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Major sporting events and professional services

Countries across the region are pursuing ambitious national development plans and preparing to host major sporting events such as EXPO 2020 in the UAE, and the FIFA 2022 World Cup in Qatar.

Opportunities have emerged for a range of Victorian businesses in the professional services sector to support these major sporting events by exporting their knowledge, skills, and innovations with products and services in architecture and construction, transport, green building design, hospitality and events management. Niche opportunities also exist in the innovative delivery of public services.

Medical technology, pharmaceuticals and healthcare

The healthcare market in the region is expected to be worth US\$144 billion by 2020, with strong demand in both primary and preventative health. Victoria's world-class healthcare, medical, pharmaceutical and biotechnology industries are strongly positioned to meet the region's growing demand for better healthcare services.

Water technology

Government initiatives implemented in the region have been designed to expand and improve water infrastructure and implement behavioural change programs to reduce water usage and wastage. Key opportunities have been provided for Victorian businesses to export their knowledge, expertise and technology in the agribusiness and water sectors.

Research and innovation

Israeli companies, universities and research institutions specialising in environmental technologies, cyberspace, biotechnology and agribusiness provide collaborative research and development opportunities for Victorian businesses.

Tel Aviv is Israel's research and innovation hub and was ranked as the world's best startup centre outside of the USA. Under the administration of Austrade, Tel Aviv has been chosen to be one of five global innovation hubs – or Landing Pads – providing Australian tech startups with a collaborative workspace and opportunities to bring their ideas to an international market.

Fast facts

- Victoria's total merchandise exports to the Middle East, Northern Africa (MENA), Turkey and Iran reached A\$2.73 billion in 2015-16.¹
- Victoria's total food exports to MENA, Turkey and Iran in 2015-16 totalled A\$900 million.²
- Victoria was the first Australian state to open a trade office in the region, establishing its Dubai office in 1997.
- The GCC comprises Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the UAE with a collective GDP of US\$1.4 trillion in 2015.³
- The World Bank projects the region's food market to be worth US\$1 trillion by 2030.
- A third of the world's population lives within a four-hour flight of the Gulf and half of the world's population are within an eight-hour flight.⁴
- 57 per cent of people in the region are under 30 years of age.⁵

Source:

1. DFAT STARS Database, based on ABS Cat No 5368.0, June 2016 data
2. DFAT STARS Database, based on ABS Cat No 5368.0, June 2016 data
3. International Monetary Fund, World Economic Outlook Database, October 2016, GDP current prices
4. Foreign Affairs, The Gulf Also Rises, Oct 2016
5. UN Population Division, World Population Prospects: The 2015 Revision, custom data acquired via website

Trade Victoria connects Victorian exporters with international buyers and business leaders. Victorian businesses can access services to grow their business globally through Trade Victoria's specialised trade offices in international markets and across Melbourne and regional Victoria. trade.vic.gov.au

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