



MELBOURNE

Victoria
Australia

China

China is Victoria's strongest market for export growth. With the world's largest population and a rising middle-class, an increasing demand for premium goods, services, ideas and knowledge provide key opportunities for Victorian businesses to establish valuable commercial partnerships with China.

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

Food and fibre

Victoria is Australia's largest supplier of food and fibre products to China. Since the China-Australia Free Trade Agreement (ChAFTA) took force in 2015, significant export barriers have been removed, and Victoria's agribusinesses are well placed to boost sales to China by exporting their premium food products and beverages.

International education

International education is one of Victoria's major service-based exports. Our leading educational institutions, together with a reputation as one of the world's most liveable cities rank highly as an option for Chinese families and students, who will continue to seek the globally recognised education opportunities that Victoria offers.

Medical technology, pharmaceuticals and healthcare

With an ageing population and the implementation of healthcare reform, China's high demand for healthcare services provides key opportunities for Victoria's medical pharmaceutical and biotechnology businesses. Victoria's reputation as world leaders in the MedTech and pharma industries places businesses in a strong position to address China's healthcare needs by exporting innovative products, knowledge and supply chain solutions.

Tourism

With six airlines offering direct flights to Melbourne from China, the number of Chinese tourists visiting our shores has increased by record numbers. Victoria's tourism and hospitality businesses are provided with a large potential customer base seeking to access Melbourne and regional Victoria's distinct visitor experiences.

Transport, defence and construction technologies

China is seeking to develop its hi-tech and innovation industries. Victorian businesses with expert knowledge and skills in building high-quality, innovative infrastructure are provided substantial export opportunities in defence, engineering, specialist design and the advanced materials industries to meet China's infrastructure requirements.

Professional services

Exporting in the professional services sector has never been easier since the China-Australia Free Trade Agreement (ChAFTA) took force in 2015. As a major solutions provider offering some of the best professional services in the world, Victorian businesses are well placed to export their expert skills and knowledge in financial, insurance, scientific and technical professional services.

Fast facts

- China's total goods and services imports have grown 215 per cent from 2005 to 2015.¹
- The China-Australia Free Trade Agreement (ChAFTA) makes it easier for Victorian businesses to export to China.
- Food and fibre products account for 65 per cent of Victoria's goods exports to China.²
- Almost one-third of Victoria's international students come from China.³

Source:

1. World Bank, Imports of goods and services (BoP, current US\$), 2016
2. DFAT STARS Database, based on ABS Cat No 5368.0, June 2016 data
3. Department of Education and Training, 2016

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

This document is provided for information purposes only. The publisher is not providing professional advice to any person or organisation. The State Government of Victoria and its entity, Trade Victoria, do not accept any liability for the information or advice (or the use of such information or advice) which is provided on this document or incorporated into it by reference.