

Helping  
take your business to the world



Australian Government  
Austrade

# Austrade in the Andean region

Robert MacDonald  
Business Advisor – Latin America  
Andean Market Briefing  
Brisbane, June 24, 2004

# Austrade services

- } Up-to-date market information and advice
- } Help with selecting a market
- } Business opportunities matched to your business
- } On-the-ground support overseas
- } Identifying potential partners and other key contacts
- } Providing market research (what do you need to know?)
- } Promotional events and publicity
- } Advocacy and trouble shooting



# Helping new exporters

## Assistance for new exporters

In Queensland the Department of State Development and Innovation and the Trade Division in the Department of Premier and Cabinet work with **Austrade** to deliver a package of services to assist companies make their first export sale. Elements of the program include:

- } Export capability assessment and preparation
- } Export planning - including market selection
- } Export plan implementation - involving a market visit
- } Ongoing one-on-one export coaching



Australian Government  
Austrade

# Financial assistance

## The EMDG scheme

The Export Market Development Grants (EMDG) scheme encourages small to medium sized Australian businesses to develop overseas markets, by reimbursing companies for eligible promotional activities



Australian Government  
Austrade

# Andean Region - General Environment

- **Australian interest in the region continues to grow. 50 organizations have made sales through Austrade this financial year, compared with 36 last year.**
- **Bi-lateral trade is increasing**
- **Commercial relationship is expanding beyond mining**
- **More Australian companies are opening in Peru: three this year and at least another three next year.**



# Peru Overview - Mining

- **High mineral prices fuelling new round of projects**
- **Growing environmental and community concerns opening new opportunities for services**
- **Growing interest in in mining-related post graduate courses**
- **Many Australians involved in Peruvian mining operations**
- **Austrade has close links with Peruvian mining industry**



# Peru Overview - Gourmet Foods and Beverages

- **Growth in demand for new ranges of gourmet foods**
- **Interest in Asian style foods**
- **Interest in sports drinks and health foods**
- **Interest in specialty foods for diabetics**
- **Three main supermarket chains with centralised purchasing**
- **Growth of 3 to 12 wine labels in the market in 18 months**



# Peru Overview - Agribusiness

- **Recovery in the agricultural sector – asparagus, sugar, olives, tropical and exotic fruits, avocado, dairy production**
- **Low levels of food preservation and packaging technologies**
- **Interest in technologies and consulting leading to improved yields – soil conditioners, seeds, compatible crops**
- **Open to foreign investment both in production and downstream**



# Peru Overview – Infrastructure & Energy

- **Large, funded road projects**
- **Airport privatisation and upgrades (6 regional airports)**
- **Port modernization program (2 ports including Callao)**
- **Water and waste water treatment plants**
- **Hydroelectric power projects – 25 to 350mW**
- **Rural electricity distribution projects**
- **Interest in remote areas renewable energy projects**
- **Distance education network for remote communities**



# Colombia Overview

- **Gourmet Food and Beverages**
- **Information technology and communications**
- **Small amount of mining services and technology**
- **Sugar cane technologies**
- **Coal related technologies**
- **Security products**
- **Second tier defence related products**



# Ecuador Overview

- **Wines**
- **Mining technologies and services**
- **Energy projects – particularly renewable energy**
- **Some interest in food processing & packaging**
- **Specialised equipments and parts for the auto sector**



# Austrade contacts

**Mark Argar**

**Trade Commissioner – Lima**

[Mark.argar@austrade.gov.au](mailto:Mark.argar@austrade.gov.au)

**Bob MacDonald**

**Market Specialist – Latin America**

**(based in Brisbane)**

[Robert.macdonald@austrade.gov.au](mailto:Robert.macdonald@austrade.gov.au)

**07 3364 7771**



**Australian Government**  
**Austrade**