

THE AUSTRALIAN MARKET

BELGIAN ECONOMIC MISSION 2023



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Wallonia.be

EXPORT
INVESTMENT



TABLE OF CONTENTS

1. Why Australia?
2. Key markets
3. Perspectives
4. Exporting to Australia and get established?
5. Belgian Economic Mission
6. Practical information

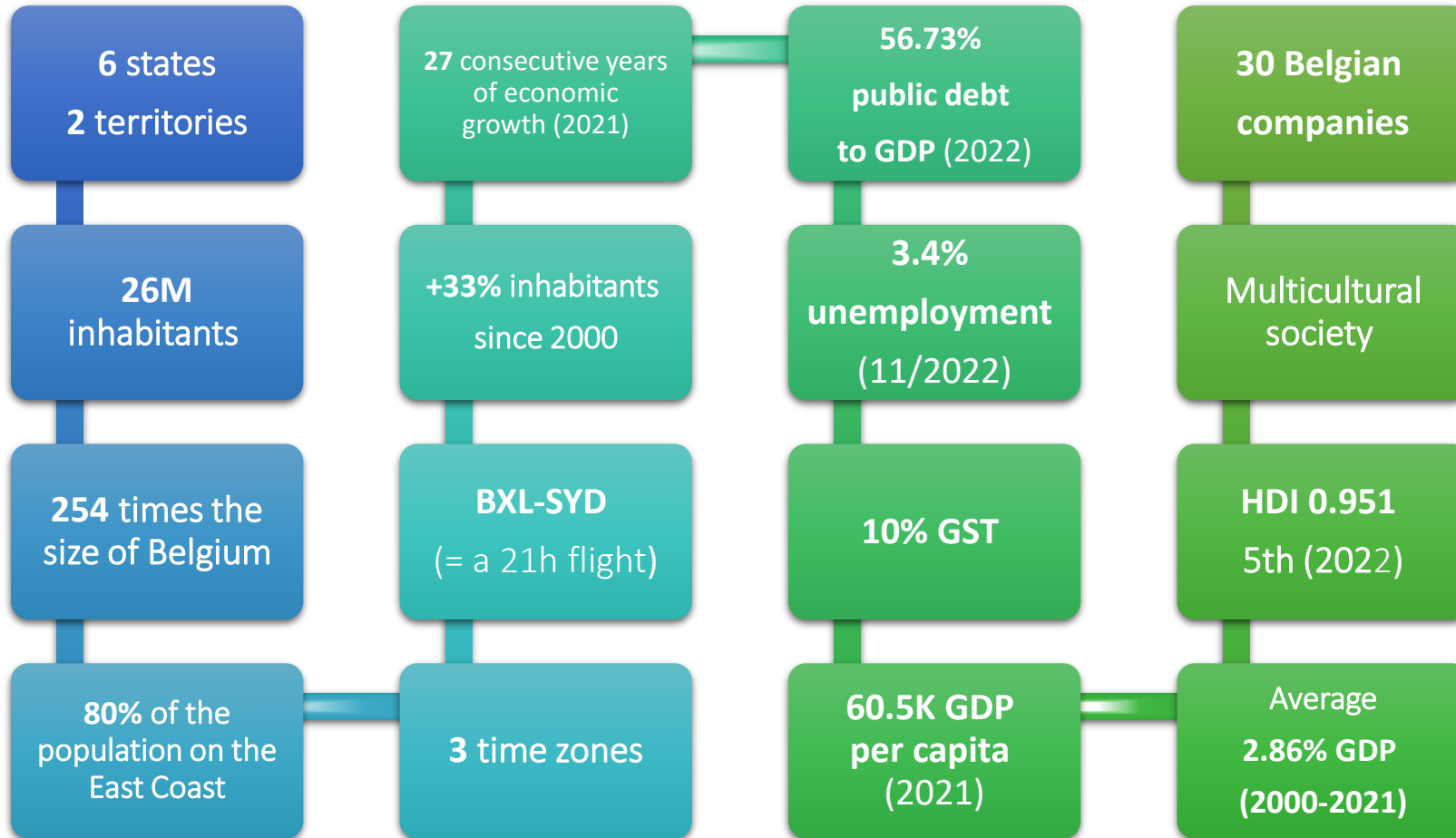
1

WHY AUSTRALIA?





KEY NUMBERS



WHY AUSTRALIA?

ECONOMIC POWER



- ▶ 27 Years of continuous economic growth.
- ▶ Managed inflation over the years.
- ▶ GDP of 1.5 trillions US\$ (13th largest national economy)
- ▶ Plentiful supplies of natural resources
- ▶ Trusty partner supported by a solid banking system
- ▶ Service sector account for 65% of GDP

ATTRACTIVITY



- ▶ 22,000 foreign companies
- ▶ Custom duties between 0 and 5%
- ▶ « Global Talent Visa »
- ▶ Preferential access to Asia and the USA
 - FTA EU/AU to be implemented in 2024
- ▶ Company tax rate limited to 25% (Restriction on revenue)
- ▶ 5th place for Human Development Index

BALANCE OF TRADE IN AUSTRALIA (BILLION AUD)

AUSTRALIA'S TOP 25 IMPORTS, GOODS & SERVICES (a)(b)
(A\$ million)

Rank	Commodity	2019-20	2020-21	2021-22	% share 2021-22	% growth	
						2020-21 to 2021-22	5 year trend
Total (c)		400,351	370,208	459,969	100.0	24.2	2.6

1	Refined petroleum	21,721	18,074	39,805	8.7	120.2	10.4
2	Passenger motor vehicles	19,093	22,857	23,456	5.1	2.6	0.5
3	Freight	10,377	12,932	23,042	5.0	78.2	18.7
4	Telecom equipment & parts	15,230	14,466	15,525	3.4	7.3	4.6
5	Goods vehicles	8,075	11,493	12,692	2.8	10.4	7.1

6	Computers	10,398	9,685	12,250	2.7	26.5	7.6
7	Professional services	9,067	9,065	11,103	2.4	22.5	11.6
8	Pharm products (excl medicaments)	6,075	5,050	9,447	2.1	87.1	15.7
9	Medicaments (incl veterinary)	8,123	7,673	8,907	1.9	16.1	3.6
10	Crude petroleum	9,474	6,379	8,354	1.8	31.0	-6.4

11	Personal travel (excl educat'n-related) services	33,418	800	7,264	1.6	808.0	-44.5
12	Gold	8,812	8,027	6,518	1.4	-18.8	1.6
13	Civil engineering equipment & parts	4,453	5,360	6,183	1.3	15.3	13.4
14	Furniture, mattresses & cushions	4,827	5,691	6,021	1.3	5.8	7.3
15	Telecom, computer & information services	5,668	5,424	5,834	1.3	7.6	10.6

16	Technical & other business services	5,759	6,043	5,740	1.2	-5.0	3.9
17	Charges for the use of intellectual property nie	4,911	5,244	5,671	1.2	8.1	4.7
18	Electrical machinery & parts, nes	3,953	4,618	5,292	1.2	14.6	8.7
19	Fertilisers (excl crude)	2,196	2,488	4,876	1.1	96.0	20.0
20	Prams, toys, games & sporting goods	3,518	4,513	4,837	1.1	7.2	8.9

21	Plastic articles, nes	4,099	4,376	4,758	1.0	8.7	7.5
22	Household-type equipment, nes	3,675	4,958	4,636	1.0	-6.5	8.4
23	Miscellaneous chemical products, nes	1,483	1,453	4,017	0.9	176.5	23.2
24	Measuring & analysing instruments	3,575	3,587	4,013	0.9	11.9	4.9
25	Medical instruments (incl veterinary)	3,449	3,902	3,934	0.9	0.8	5.9

AUSTRALIA'S TOP 25 EXPORTS, GOODS & SERVICES (a)
(A\$ million)

Rank	Commodity	2019-20	2020-21	2021-22	% share 2021-22	% growth	
						2020-21 to 2021-22	5 year trend
Total (b)		475,237	459,256	595,049	100.0	29.6	8.1

1	Iron ore & concentrates	102,864	152,975	132,489	22.3	-13.4	21.3
2	Coal	54,620	39,196	113,846	19.1	190.5	6.4
3	Natural gas	47,525	30,477	70,571	11.9	131.6	17.6
4	Gold	24,394	26,105	23,202	3.9	-11.1	6.4
5	Education-related travel services (c)	37,338	27,554	20,776	3.5	-24.6	-5.6

6	Crude petroleum	8,568	7,001	13,598	2.3	94.2	15.6
7	Wheat	3,847	6,805	11,336	1.9	66.6	13.1
8	Aluminium ores & conc (incl alumina)	8,875	8,155	9,982	1.7	22.4	2.1
9	Beef, f.c.f.	11,258	8,370	9,920	1.7	18.5	5.8
10	Copper ores & concentrates	6,854	7,328	7,759	1.3	5.9	10.6

11	Telecom, computer & information services	5,320	5,387	6,642	1.1	23.3	13.6
12	Professional services	6,172	5,551	6,633	1.1	19.5	4.7
13	Meat (excl beef), f.c.f.	5,520	4,842	6,142	1.0	26.8	7.8
14	Personal cultural & recreational services (c)	3,277	6,152	6,137	1.0	-0.2	52.9
15	Oil-seeds & oleaginous fruits, soft	1,188	2,214	5,965	1.0	169.5	19.9

16	Aluminium	3,761	3,828	5,817	1.0	51.9	7.6
17	Technical & other business services	5,178	4,488	5,222	0.9	16.4	2.5
18	Crude minerals, nes	1,237	996	5,124	0.9	414.6	24.8
19	Other ores & concentrates (d)	3,678	3,539	4,749	0.8	34.2	10.2
20	Copper	3,433	4,233	4,498	0.8	6.2	8.4

21	Financial services	5,085	4,178	3,929	0.7	-6.0	-0.3
22	Refined petroleum	2,411	2,498	3,898	0.7	56.0	6.4
23	Wool & other animal hair (incl tops)	2,516	2,437	3,274	0.6	34.3	-5.2
24	Barley	1,028	1,910	2,977	0.5	55.9	3.9
25	Gold coin & legal tender coin	1,035	2,253	2,570	0.4	14.1	31.3



2.

KEY MARKETS

EXPORT THE BIG 5!



ENERGY AND RESSOURCES

- **3th Mining country in the world**
- Export: **AUD 422 Bn.** (2021-2022)
- **14.6 % of GDP**
- **350 mines** in operation
- Pioneer country in the use of automation and new information technologies in the mining sector



EDUCATION

- In 2022, **615.000 international students** in Australia. **448 274 international students** in January 2023 (+ 20% //January 2022)
- **80%** of the international students came **from Asia** (7 AU universities in top 100)
- There is a record level of annual funding for higher education: **\$20 Bn** in 2022-23



FINANCE

- **Strong financial sector:** AUD 3.9 trillion of assets under management in pension funds (5th place in the world)
- **Open to foreign investment**
- **The Big Four are rated AAA**



AGRICULTURE

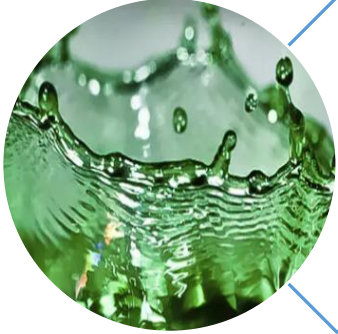
- **Major global producer** of beef, wheat, wool, wine, barley, lamb, raw cotton, sugar, canola, chickpeas
- In 2021-2022, Australian exports were worth **AUD 76 Bn**
- **3.45% of GDP**



TOURISM

- Over **2 million tourists** visited Australia in 2022 (+1200% // 2021)
- More than 80% of tourists come from Asia
- In 2022, Australia's direct tourism GDP rose to **35.14 Bn**

OTHER GROWTH MARKETS



Green Hydrogen

- Recent announcements of significant investments to realise the energy transition.



Defence

- A\$270 Bn. in 10 years to modernise Australia's defence capacity.



Renewable energies

- Traditionally: Hydro Power
- Big push towards wind and solar farms



IT, R&D, FinTech

- 79 Bn.
- 4th in the APAC region and 14th in the world.
- R&D investments x3 in 10 years.



Infrastructure & Transport

- Rising population
- Better connections among states.
- Bridges, city transport, hospitals, airports, numerous projects within the states.



Health

- 1st employer
- 3rd sector in terms of infrastructure
- Major importer of medicine, Equipment and medical devices.



3.

PERSPECTIVES



RESOURCE TECHNOLOGY AND TRANSFORMATION PROCESSES OF CRITICAL MINERALS



FOOD AND BEVERAGES



MEDICAL PRODUCTS



RECYCLING AND CLEAN ENERGY



DEFENCE



SPACE INDUSTRY



FREE-TRADE AGREEMENT EU/AU

W

INVESTMENT

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4.

EXPORT TO AUSTRALIA AND GET ESTABLISHED?

EXPORT TO AUSTRALIA



Customs restrictions & current standards for manufactured goods



Packaging compliance & insurance



The Australian importer is responsible for:

- **Customs clearance of the merchandise**
- **Products conformity to legal standards**



Industry norms: www.standards.org.au



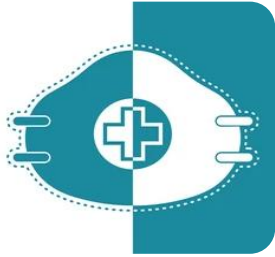
Mandatory Standards (Safety) : www.accc.gov.au



Norms / Certifications can differ at state levels



IMPORT OF FOOD AND THERAPEUTIC GOODS



Import conditions imposed by the measures taken by the Department of Agriculture :

- **Biosecurity Australia** (www.agriculture.gov.au/biosecurity-trade)
- **Australian Quarantine and Inspection Service** (www.awe.gov.au)



Sales conditions imposed by the food regulations of the Department of Health:

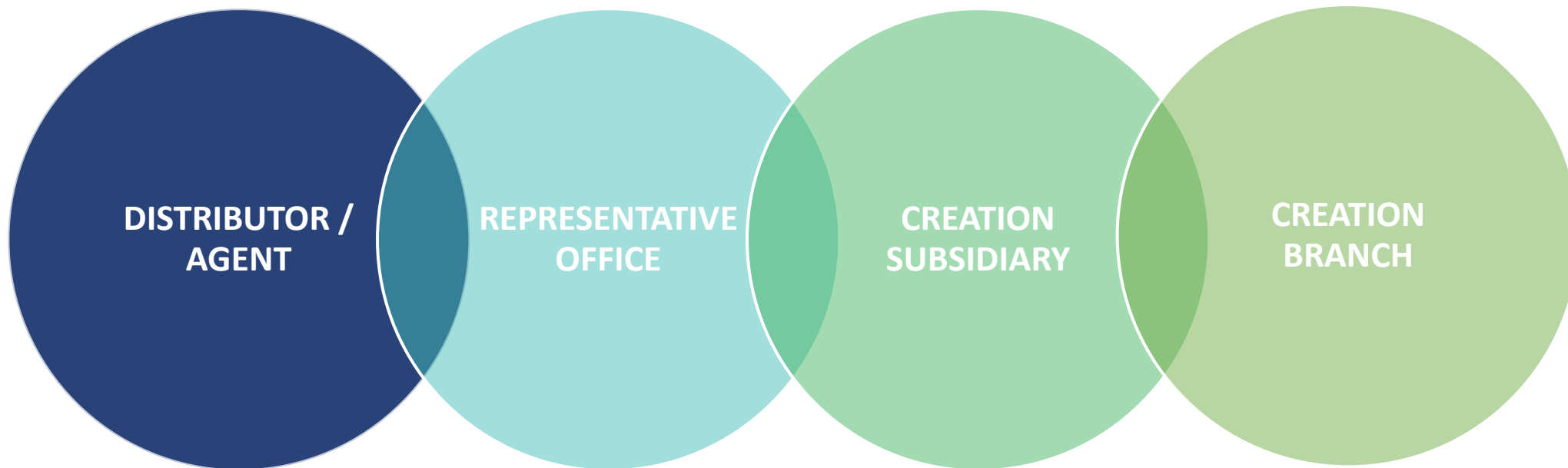
Important to follow the instructions of the **Food Standards Code** – FSANZ (www.foodstandards.gov.au/). The standards include restrictions on food production methods, composition, preservation, conditioning and labelling



Therapeutic goods are subject to specific regulations:

Therapeutic Good Administration – TGA (www.tga.gov.au)

GET ESTABLISHED IN AUSTRALIA



Belgian Economic Mission

AUSTRALIA

19 - 28 October 2023
#BEmissionAUS



5.

BEM OVERVIEW

PRACTICAL INFORMATION :

✧ **When ?** 19 – 28 October 2023

✧ **Where ?** Sydney & Melbourne



TARGETED MARKETS :

✧ Infrastructure

✧ Transport

✧ Nuclear medicine

✧ Health

✧ Smart cities



6.

PRACTICAL INFORMATION

💡 Have a good knowledge of local regulations. Surrounding yourself with good contacts or experts can be crucial.

💡 Decision making process may take time. Australian culture is collaborative
Teams are consulted before a decision is made.

💡 Consider the jet lag and the long distances to travel to Australia.

💡 « Easygoing » tough not to go in overdrive!

💡 Avoid the off-peak period going from 15/12 to 30/01

💡 Distance does not equal complexity but keep it in mind



➔ **It's easy to get established in Australia!**

COME AND SAY
G'day





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EXPORT
INVESTMENT

**THANK YOU FOR
YOUR
ATTENTION**





7.

QUIZ

DID YOU KNOW?

- 🇺🇸 Australia has more snow cover (in area) than Switzerland
- 🇺🇸 Tasmania has the cleanest air in the world
- 🇺🇸 The Great Barrier Reef is the largest eco-system in the world
- 🇺🇸 Australia has over 60 separate wine regions
- 🇺🇸 Fraser Island is the largest sand island in the world
- 🇺🇸 The Indian Pacific train has the longest straight section of track in the world
- 🇺🇸 Australia has the world's largest cattle station (ranch)
Its size is almost up to the size of Belgium
- 🇺🇸 80% of the animals are unique to Australia
- 🇺🇸 2.5 km of Uluru is underground
- 🇺🇸 Australia was the second country to give women the right to vote
- 🇺🇸 The day of the Melbourne Cup (a horse race) is a public holiday in Melbourne

