



Business opportunities in Australia

[in preparation of the Belgian Economic Mission]

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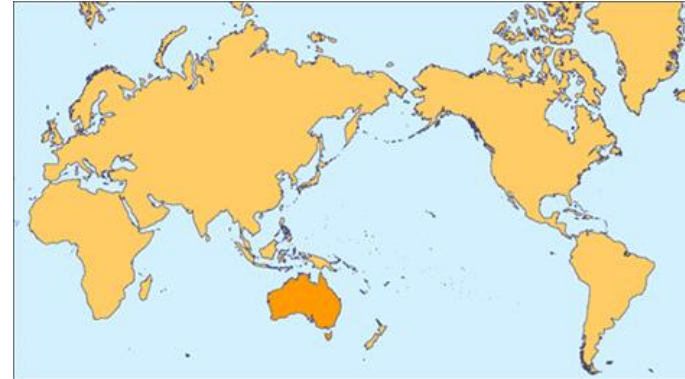
Down Under

[Terra Australis Nondum Cognita]



Australia – World map

“Central” location
(amongst other continents)



Australia 7,682 million km² vs
Europe 10,18 million km²
(252 times Belgium)

Federation of 6 States and
2 Territories





Australia - Distance

Almost around the corner from Belgium...

...Flight distance between Melbourne and Brussels is 16.600 km

31 days for sea freight shipment from Port of Antwerp to Port of Melbourne

Always consider time to market and the perishability / shelf life of your products

Time zone: Brussels 10:00 = Melbourne 18:00 (or 20:00)





Australia - Population

Population = 26,124,814 people (30 September 2022)

Annual growth +418,500 people (+1.6%)

Multicultural society Natural increase = 114,800 ; Net overseas migration = 303,700
Australian born 71% ; Overseas-born 29%



Median age 38.5yo

Children aged 0-14y represent 18,3%

Major cities (June 2022)

Sydney 5.30m Melbourne 5.03m Brisbane 2.63m Perth 2.22m
Adelaide 1.41m Canberra 0.45m Hobart 0.25m Darwin 0.15m



86.6% of Australian population lives in urban areas, with over 70% living in capital cities



Australia – Economy (snapshot)

GDP : +1.6% (2023 estimate)

GDP nominal : per capita US\$64.9k - world rank 13th (2023 estimate)

Government Gross Debt : A\$897 billion (34.9% of GDP, May 2023) - A\$1,067 trillion (2023-2024 forecast)

8th total estimated value of world's natural resources

Cash rate: 4.1% (following continuous increases by RBA; highest in the last 11 years)

Inflation rate: ±7% (April 2023)

Unemployment rate: ± 3.5% (April 2023)



Australia – Economy (business environment)

Business environment that is ranked 14th out of 190 economies for ease of doing business (2022)
[Starting a business 7th | Getting credit 4th]

Transparent and robust regulatory system

Stable institutional frameworks

Strong finance and banking regulations



Australia – Economy (cost of living)

Estimates for average weekly ordinary time earnings for full-time adults Average weekly earnings A\$1,807.70 or ±€1.133 (annually to November 2022)

Consumer Price Index : +1.4% in the March 2023 quarter and 7% annually (Australian Bureau of Statistics).

Cost of living: a single person estimated monthly costs are A\$1,602 without rent. Cost of living in Australia is, on average, 7.1% higher than in United States.

Influence of Asian investments



Australia – International trade engagement (FTAs)

FTAs currently in force

New Zealand (1983) | Singapore (2003) | United States (2005) | Thailand (2005) | Chile (2009)

ASEAN - 10 SE Asian countries and ANZ (2010-2012) | Malaysia (2013) | Korea (2014) | Japan (2015) | China (2015)

Comprehensive and Progressive Agreement for Trans-Pacific Partnership – CPTPP [incl. Canada and Mexico] (2018)

Hong Kong (2020) | Perú (2020) | Indonesia - Comprehensive Economic Partnership Agreement (2020)

Pacific Agreement on Closer Economic Relations (2020) | India (2022)

Regional Comprehensive Economic Partnership Agreement (2022) | UK 2023

FTAs concluded but not yet in force

Trans-Pacific Partnership (TPP)

FTAs under negotiation

Australia-European Union Free Trade Agreement

Australia-India Comprehensive Economic Cooperation Agreement



Australian Customs and Border Protection Services

Rigid but (generally) clear procedures

High attention / sensitivity for risks from pests and diseases that threaten the economy and environment
=> [Biosecurity Import Conditions System](#) – BICON

[Import permit request](#) (detailed requirements)

General procurement process

Doing business in Australia





How to approach the Australian market

Geographically dispersed market

Local commercial partner (be selective!) – Exclusivity agreement (tbc)

Dedicated price list

Long-term strategy – Local branch (tbc)

Branding





Doing business in Australia ¹

Australians usually are:

- ✓ Upfront, informal, but serious about business
- ✓ Professional and transparent
- ✓ Trustworthy
- ✓ Business loyal (and expecting the same)
- ✓ Curious to learn and ready to collaborate
- ✓ Environmentally conscious



Doing business in Australia ²

- ✓ Value your expertise, but don't preach to them
- ✓ Have an open mind approach and not too aggressive
- ✓ Look for the "win-win"
- ✓ Deliver as per agreement
- ✓ Post-sale relation
- ✓ Visit their premises

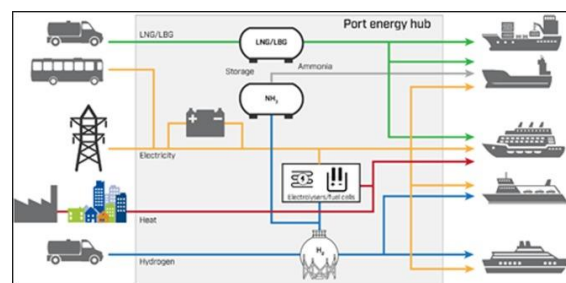
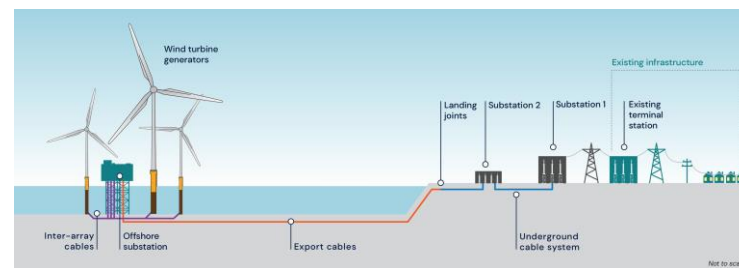
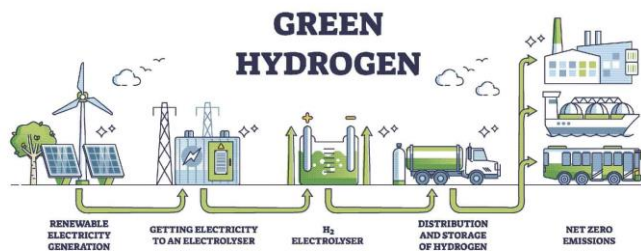


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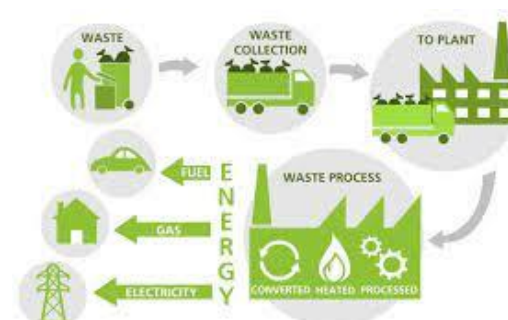
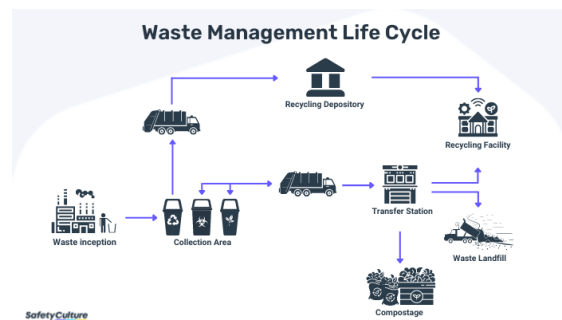


Promising sectors ¹

Energy transition



Sustainability



Promising sectors ²

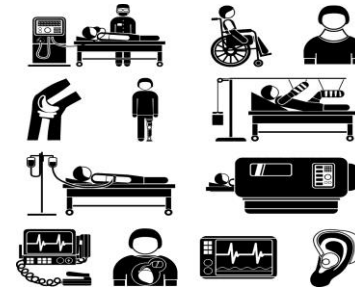
Biotech



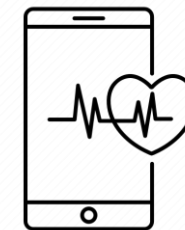
Biotechnology



Medtech



SaaS – AI applications
[Health, Sports, Education, Creative]



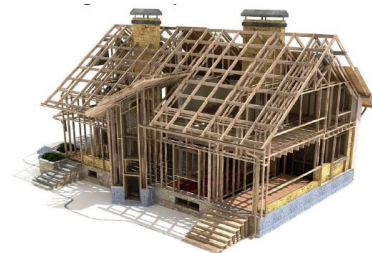
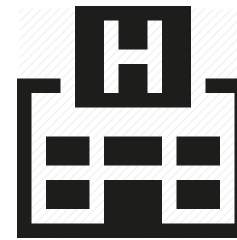
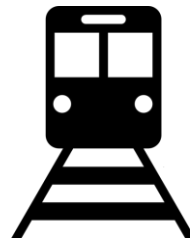


Promising sectors ³

Logistics



Infrastructure &
Construction

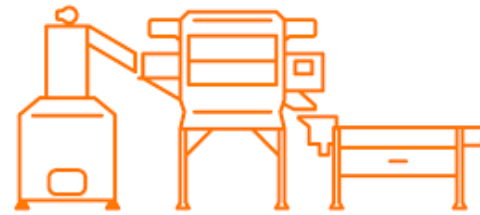


Promising sectors ⁴

Food & Beverage



AgriTech



Products and services with high-quality and added value



Belgian Economic Mission to Australia



BEM to Australia (22-27 October 2023)

- Tailor made individual b2b meetings
- Group & official events
 - ✓ Briefing upon arrival
 - ✓ Sectoral seminars
 - ✓ Group visits
 - ✓ Official networking reception
 - ✓ Official signing ceremonies in
 - ✓ ...
- Plenty of networking opportunities
- Logistics (flights, hotels, group transfers) --> travel agency

Extension to New Zealand

- Optional: Individual b2b program upon request
- No official or group program



Thank you

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