



**GLOBAL
NSW**

Going Global Program





Message from Deputy Premier, Minister for Regional New South Wales, Industry and Trade

Across our great State, wherever I go, I see evidence of the drive and ingenuity of our businesses. They come in all shapes and sizes, from as far west as Broken Hill and as far east as Byron Bay. Our exporters play a critical role in ensuring that NSW has the most successful economy in the nation. The people our exporters employ, the investments they make, and the communities and families they support all help to shape the prosperity of our State.

Trade, investment and the advancement of a globally connected economy are critical to driving our future economic success. We are fortunate to be on the doorstep of a region with rapidly growing economies, burgeoning populations and an expanding middle class. NSW businesses must be well prepared to take advantage of these new global opportunities.

Our businesses have expertise stretching across a vast array of sectors, including food and agribusiness, resources and energy, education and training, digital technology, advanced manufacturing and professional services.

In the last 12 months, businesses across the state have been hit hard by the challenges of bushfires, floods and now the global

COVID-19 pandemic, all on top of years of persistent drought. Many of our exporters and communities have been doing it tough over the past few months, with disruptions to freight channels, restrictions in travel and a slowdown in business demand.

But we know those businesses that take up the challenge to become exporters are inevitably better and stronger for it. However, only three percent of our small and medium-sized businesses currently export. We want to help NSW businesses unlock the regions and boost international exports once again; making it easier to get exports from paddock to port and plate; and ensure our world-class technology solutions and our services are used by customers around the world.

Our global connections are more important than ever as we set the State up for dynamic recovery. Exports accounted for approximately 16 per cent of the State economy before COVID-19 so it's crucial we defend our international trading position and maintain contact with key markets. I want to help exporters preserve existing relationships and build a solid platform for new growth and opportunities.

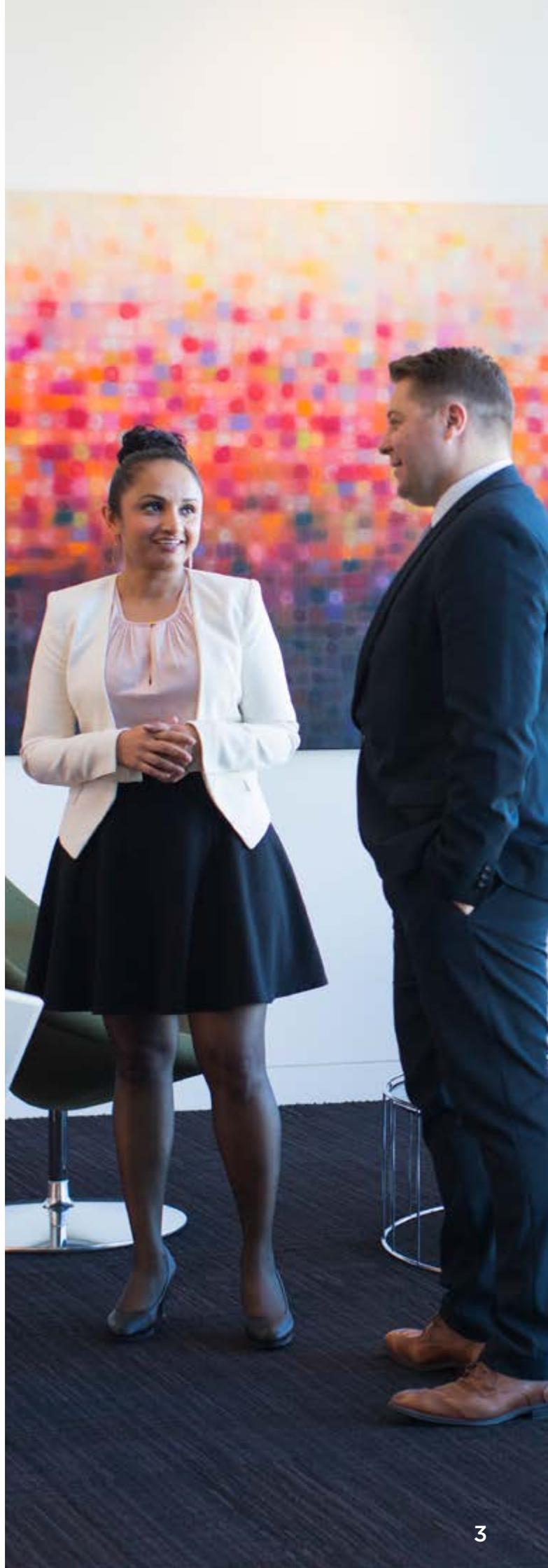
It is because of this I am committed to doing everything we can here at home, and on the ground in overseas markets, to help our exporters and potential exporters prosper. Our NSW Government trade and investment teams, located throughout our State and in international markets, are providing focused support for NSW businesses. They are helping to promote our clean, green, sustainable and premium image globally.

I am pleased to launch the NSW Going Global Program to directly assist NSW exporting businesses to access emerging opportunities in our priority markets. I would encourage you to apply for the program to expand your business success.



John Barilaro

Deputy Premier, Minister for Regional New South Wales, Industry and Trade



Going Global

The Going Global Program sits at the heart of the Global NSW Strategy. Global NSW positions Sydney and NSW as Australia's global centre of excellence, bringing together the expertise of our people representing industry and innovation, trade and investment, and precinct development.

Global NSW is a government-wide plan to grow and build upon our prosperity. We will do this by growing and diversifying trade, stimulating new business investment, fostering innovation and boosting our industry competitiveness in our cities and across our regions.

Through Global NSW we will:

- accelerate the growth of world-leading industries and businesses
- create great places to live and work
- build an export culture amongst domestic businesses and support business to go global
- increase NSW's international network to better support exporters and attract new investment into the State's world-class industries, precincts and regional NSW
- connect NSW to the world.

Going Global Program details

The Going Global Program is funded by the NSW Government, and supports the objectives of Global NSW by building export success amongst the State's businesses. It provides a holistic program of assistance, designed specifically for businesses to expand internationally in key markets.

It will minimise barriers to entry for potential exporters by providing targeted events and workshops, coaching and assistance, and business matching and introductions to new international customers and decision makers. It will equip NSW businesses with the skills, knowledge and connections needed to achieve tangible outcomes in international markets.

The program is designed to support NSW businesses to grow their international business and is suitable both for early-stage exporters and those looking to diversify into new markets. It will enable exporters to gain a deep understanding of the market, the opportunities and pathways to success across specific industries.

Each program will include*:

- introduction and advanced exporting workshops
- market selection advice
- market intelligence briefings designed to help you understand competition, local market requirements and other important success factors
- cultural training
- business matching activities and introductions
- promotional opportunities
- in-market program (subject to border restrictions being eased in 2021)
- industry and international networking opportunities
- ongoing case management and support.

*Program is subject to change at any time.

Markets and sectors of focus for 2020/21

The Going Global Program will focus on high growth export markets and sectors that play to NSW's natural strengths, including Food and Beverages, Health and Medtech, Cybersecurity and Digital Technologies, and Advanced Manufacturing.

Expressions of interest are currently open for the following programs:

China

- Food and Beverages
- Health and Medtech

India

- Agribusiness, Food and Beverages
- Health and Medtech
- Advanced Manufacturing
- Cleantech

Vietnam

- Agribusiness, Food and Beverages
- Technology (focus on Fintech, Cybersecurity and Digital Health)

Singapore

- Technology (focus on Regtech, Medtech and Cybersecurity)

Japan

- Agribusiness, Food and Beverages

Republic of Korea

- Agribusiness, Food and Beverages

United Arab Emirates and Middle East

- Agribusiness, Food and Beverages
- Health and Medtech

United Kingdom

- Technology (focus on Digital Technologies)

United States

- Technology (focus on Digital Technologies)

Eligibility

We invite NSW businesses to apply who are:

- small and medium enterprises (SMEs)
- export capable or export ready; and
- looking to start exporting or diversifying into new export markets.

Eligibility criteria includes:

- ✓ ABN confirming NSW as business base
- ✓ be able to commit time and resources to a 10-month program
- ✓ willing and able to travel to Sydney for workshops and program events as may be required, and to the selected country in 2021 should border restrictions be eased
- ✓ commitment to adapting your product or service to ensure suitability for the targeted export market.

Participation

Businesses will be asked to submit an export plan to support their expression of interest, which will be used to assess their readiness and suitability for each program.

Spaces are limited. The number of participants on each program will be capped at 12 companies to allow businesses to receive assistance tailored to their unique business needs.

Businesses will be able to participate in up to two unique programs.

Costs

The NSW Government will cover the costs of the business program.

Participating businesses cover their own travel expenses associated with the program, including airfares, meals, accommodation, visas and insurance. The in-market/ travel component will depend on COVID-19 international travel restrictions being lifted.

NSW Export Assistance Grant

You may be able to claim some marketing and promotion costs associated with this program through the NSW Government's Export Assistance Grant. The Grant will help NSW businesses recover from drought, bushfires and COVID-19 by providing co-funding to identify and access new export markets and re-enter previous export markets.

Grants of up to \$10,000 per eligible business will be provided for up to 1,000 NSW businesses. Matched on a dollar-for-dollar basis, funding will centre on export marketing and development activities, such as market research, participation in international tradeshows and trade missions, inbound business support, e-commerce development and marketing materials.

For more information go to global.nsw.gov.au/nsw-export-assistance-package

Businesses may also wish to apply for the Export Market Development Grant scheme. For more information, visit www.austrade.gov.au/grants or call 13 28 78.

NSW Buy Regional Program

Buy Regional is a web platform that connects producers directly to consumers, to encourage people to shop direct from small businesses in Regional NSW who make unique homewares, clothing, food, wine and spirits, gifts and other items.

Now joining up with the pathways to export offered by the Going Global Program, Buy Regional will help connect small businesses based in rural and regional NSW to international distributors and consumers.

To register for Buy Regional visit www.nsw.gov.au/regional-nsw/buy-regional/buy-regional-information-for-businesses



Find out more

Visit global.nsw.gov.au/nsw-export-assistance-package to express your interest in the Going Global Program.

For more details contact: contactus@global.nsw.gov.au

Australia's global hub: connected, smart and vibrant

© State of New South Wales through NSW Treasury 2020.

This publication is copyright. You may download, display, print and reproduce this material provided that the wording is reproduced exactly, the source is acknowledged, and the copyright, update address and disclaimer notice are retained.

Disclaimer: NSW Government reserves the right to change this program or its offer at any time. Expressing interest in the program does not guarantee that you will be accepted or invited to participate. Each application will be assessed on merit.

Please use commercial discretion to assess the suitability of any program or event when assessing your business needs. NSW Government does not accept liability for any loss associated with the use of any information and any reliance is entirely at the users' discretion.

T20/23581

