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Treasurer

MEDIA RELEASE

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NSW GOVERNMENT BACKS EXPORTERS TO GO GLOBAL

Small and medium-sized businesses and regional communities across the State are set to benefit from a coordinated NSW Government push to showcase local products and develop global export sales.

Deputy Premier and Minister for Regional NSW, Industry and Trade John Barilaro today launched the NSW Government's \$12 million Going Global Package which includes grants of up to \$10,000 for eligible businesses through the Export Assistance Grant scheme.

"Helping home-grown businesses succeed in the global marketplace is more important than ever before and here in NSW we have some of the best produce in the world," Mr Barilaro said.

"That is why the NSW Government is coordinating export assistance across a range of initiatives including market tailored workshops, business matching and exporter grants of up to \$10,000.

"We are promoting NSW businesses globally, just like we promote our fantastic regional products state-wide through our Buy Regional campaign.

"Our Export Assistance Grants, together with intensive, direct assistance through the Going Global program will complement existing support and advice services to forge new business connections and sales offshore."

The Going Global Package includes:

- A \$1.8 million Going Global program which will provide export coaching, networking and in-market assistance for export-ready firms. The initiative includes 15 tailored programs covering nine markets and ten sectors.
- A \$10 million Export Assistance Grant scheme reimbursing 50 per cent of eligible expenses up to a maximum of \$10,000 per eligible business
- Connections to international consumers via the [Buy Regional](#) Goes Global initiative
- Online [webinars](#) to help businesses upskill
- Ongoing support through the NSW Government's network of trade advisors in regional locations and Sydney, and its international trade and investment offices around the world
- Access to information on the [Global NSW](#) website
- Other support, tools and resources available [online](#)

Treasurer Dominic Perrottet said trade would be vital to restoring growth after COVID-19, with exports making up 16 per cent of the State economy before the global pandemic.

"We know our exporters have faced big hurdles in recent months, especially in regional areas also affected by bushfires and drought," Mr Perrottet said.

“Applications for the Going Global program can be submitted now, and the Export Assistance Grants application will be available soon. I urge small and medium-sized firms in regional areas and across NSW to apply.”

Graham Gilmore from Black Springs-based agribusiness TattyKeel, said exporting was a great way for regional businesses to stay competitive and build resilience, despite the challenges of COVID-19.

“We’re a family farm that’s changing the boundaries. We’re doing R&D and we’re actually creating a new product that’s got some pretty unique eating qualities,” Mr Gilmore said.

“Developing markets overseas is an important part of our plan to support that work.”

TattyKeel’s innovative new brand Margra Lamb is among the enterprises profiled in [Buy Regional](#).

In addition to the initiatives announced today, export advisors remain available to assist business in regional locations throughout the State and, under the Global NSW strategy, the Government is expanding its network of trade and investment offices around the world from 11 to 21. The [Buy Regional](#) platform will continue to promote regional businesses and exporters.

More information is available at: global.nsw.gov.au/nsw-export-assistance-package

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