



Australian Government

Austrade



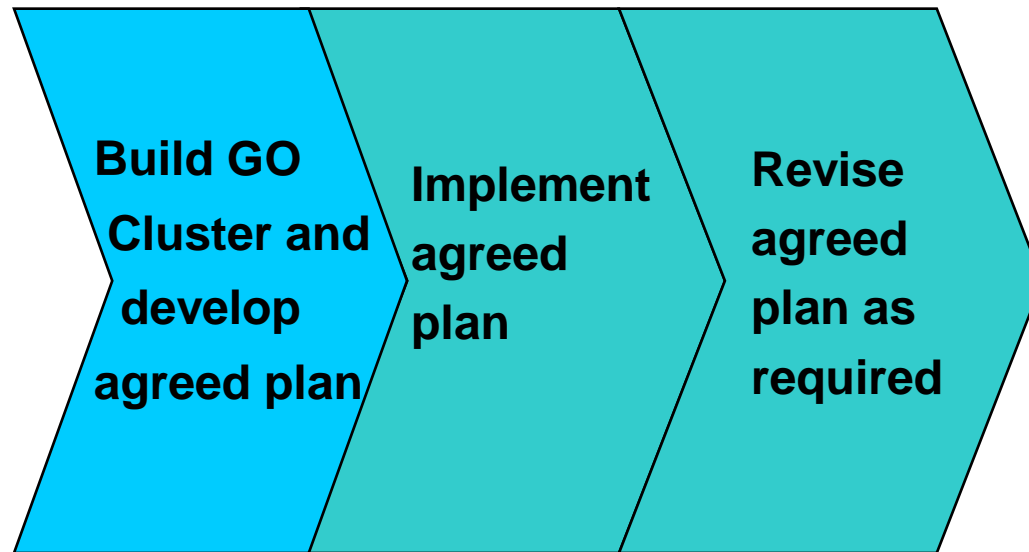
## GLOBAL OPPORTUNITIES PROGRAM

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# Overview & Objectives

- To assist a cluster or consortium of companies to gain access to global supply chains
- To assist clusters of companies to bid for work in large international projects
- Government and industry working together to pursue trade opportunities and overcome market failures and barriers to entry
- Funding to benefit whole cluster and not individual firms

# Global Opportunities (GO) Phases



# Austrade Support

## GO FUNDING

- Up to \$1.8 million over three years for 8 industry clusters
- Business plan to outline where funds to be spent
- Eligible expenses include:
  - Market research/intelligence
  - Business plan development
  - Promotional literature and advertising
  - Missions and Trade Fairs
  - Overseas Representatives
  - Skills Development

# Austrade Support...cont'd

- Staff resources
  - One Australian and one market-based
- Assist Cluster to leverage off existing programs and services
- Identify Government support (Commonwealth and State)
- In-market intelligence (advice on market structure, regulatory requirements etc)

# Cluster Members' Contributions

- Sign individual Cluster Agreement
- Participation in Cluster activities
- Development and Implementation of Business Plan
  - Long-term outlook ie. 2 – 3 years
- Matching cash or in-kind support

# Cluster Activities Examples – Health Team Australia

## **Target Market:** Turnkey Healthcare Facilities in Middle East

- Business Plan Preparation
- Development of marketing collateral
- Participation in Hospital Build in Dubai
- Market research in Saudi Arabia to identify potential healthcare facility projects
- Exhibiting and business meetings at Arab Health 2010
- Participation in various Turnkey Hospital Tenders

# Cluster Activities Examples – Scientific Products & Services

**Target Market:** China (environmental monitoring and measurement)

- Opportunity Validation Report & Business/Implementation Plan Development
- Cultural Training Workshop
- Cluster Member Capability Overview Document
- Scoping visit to China to prioritise the regional focus and to start developing relationships with Chinese authorities
- Outbound mission to exhibit at **CISILE** held in Beijing 8-10 April 2010

# Australia Taiwan ICT Cluster

**Target Market:** Taiwan (collaboration with Taiwanese partners)

- Smartrack (tracking perishable goods) and Healthtrack (e-health solution for emergency rooms, and in managing chronic disease)
- Visit to Taiwan, discussion of projects with Taiwanese stakeholders and Launch of Cluster at CeBIT Australia
- Australian project consortia receives high level legal advice on IP. Export Training delivered to cluster members by Ai Group. Research reports purchased (Taiwan telecoms, RFID and Taiwan medical devices).
- Development of capability directories (RFID and e-health)
- Cluster involvement in Australia Taiwan Strategic Framework Agreement (ATSFA) 5th ICT Talks, held in Melbourne

# Cluster Activities Examples – Medical Technology Australia

## **Target Market:** North American Medical Supply Chains

- Cluster leader: AusMedtech (part of AusBiotech)
- Business Plan/Roadmap Development
- Training workshop “Successfully Launching Medtech Products into North America”
- Attendance at the AdvaMed conference in October 2009 in Washington D.C.
- Open representative office in California (planned)