

South Australian exporters 2015 trends



In a global economy it is critical that South Australian businesses build and maintain strategic relationships that maximise investment and trade opportunities linked to our state's economic strengths.

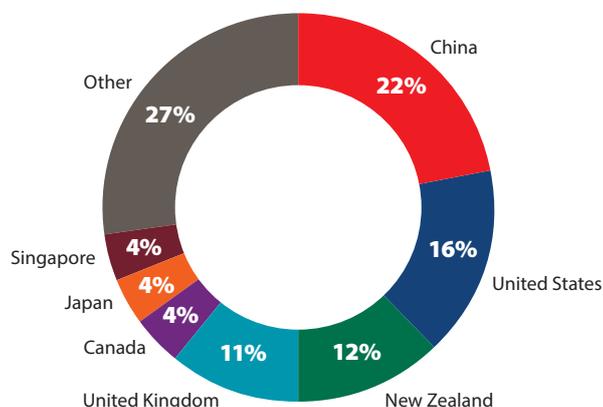
To ensure potential and existing exporters have the right support to expand into new markets, the Department of State Development conducted a survey to better understand their needs.

The survey asked local exporters about markets they intended to target, the most useful support services assisting them to grow their exports and their level of involvement in trade missions.

Key findings

The survey showed that exports in South Australia are primarily being driven by small to medium businesses with strong potential growth.

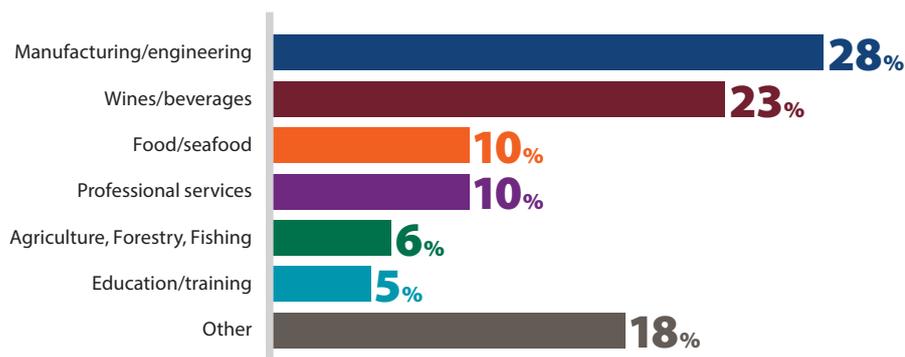
Markets exported to in the past two years



86%

OF RESPONDENTS HAVE EXPORTED IN THE PAST TWO YEARS.

Industry sectors



Other key findings:

- **export values** – 52 per cent of respondents reported the total value of goods or services exported to be less than \$500,000, with 28 per cent less than \$100,000, while 15 per cent reported more than \$5 million in export sales.
- **new markets** – the top five export markets in the next two years: China (14 per cent); Europe including the UK (12 per cent); North America (12 per cent); South East Asia (12 per cent) and East Asia including Japan, Korea and Taiwan (10 per cent).
- **support services** – Austrade and the Export Market Development Grant Scheme were the most utilised services reported by respondents.
- **trade missions** – 79 per cent of respondents who had taken part in an outbound mission found it effective in some way for their business, with similar results shown for inbound missions.
- **foreign investment** – 44 per cent of respondents said that they were likely to take up opportunities for foreign direct investment in order to expand their businesses.



“We are now beginning to see how our trade and investment missions into China, India, Europe, North America and South East Asia and the strong relationships we are building with authorities are benefiting local exporting businesses...”

Martin Hamilton-Smith
Minister for Investment and Trade

Key recommendations

The majority of respondents reported the main impediment to increasing exports was cost, and the best ways for the State Government to support them was to:

- increase grant opportunities;
- reduce red tape and;
- promote their export capabilities overseas through missions, marketing and referrals.

Further support

The **TradeStart** network assists small to medium exporters to achieve success in international markets, through the combined resources of Austrade and the Department of State Development. This arrangement connects exporters with programs offered by the Department, such as the Export Partnership Program, Innovation and Business Transformation Vouchers, as well as advice from across government.

The **Export Partnership Program (EPP)** is a new initiative of the South Australian Government that provides funding assistance for small and medium-sized businesses to access new global markets through marketing and export development opportunities.

Successful applicants may receive up to \$50,000 to assist with export activities.

More information: www.statedevelopment.sa.gov.au/epp or telephone **8463 3425**

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Have your say – complete the **survey online** if you haven't already – we have kept it open for your feedback.

www.statedevelopment.sa.gov.au



Government
of South Australia
Department of
State Development