

A group of people in a meeting, smiling and engaged. The image is overlaid with a dark blue semi-transparent banner containing text.

David Thomas

Australia and New Zealand Going In

**TEC**  
The Executive Connection





- Sister-city relationships:

- Sydney-Guangzhou
- Melbourne-Tianjin
- Adelaide-Qingdao
- Brisbane-Chongqing
- Perth-Chengdu
- Perth-Nanjing

- Sister-state relationships:

- NSW-Guangdong
- Victoria-Jiangsu
- South Australia-Shandong
- Queensland-Shanghai Municipality
- WA-Zhejiang



## ONLINE CHANNELS

### Market Places



Flagship store for Australian branded products

### Logistics



Third party logistics joint venture with China Post

### Payment



Reloadable prepaid dual-currency card with CUP



Flagship store and logistics partnership



Hong Kong freight forwarding and warehousing



Alipay vouchers sold exclusively by Australia Post



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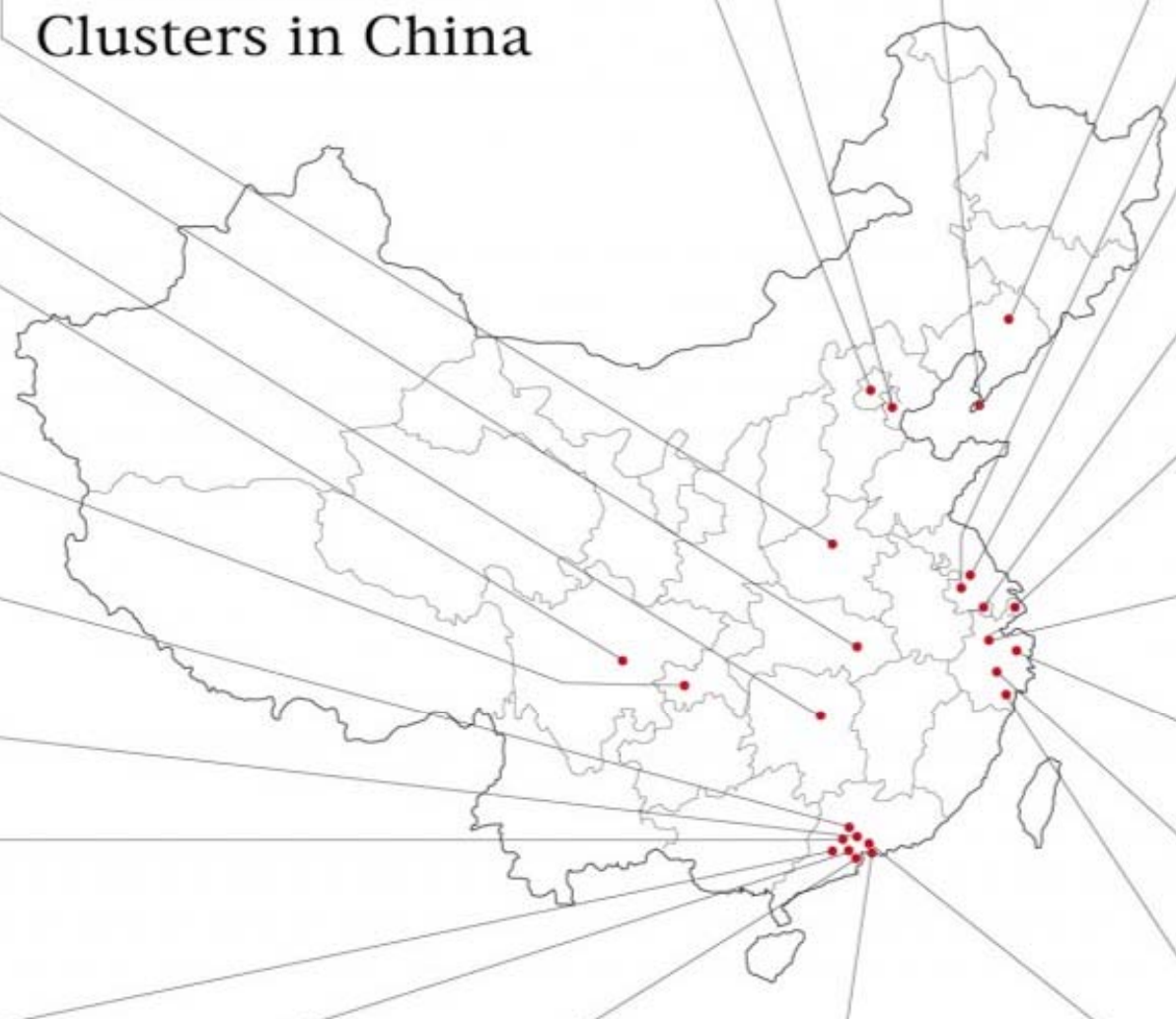
## WHAT'S NEXT?

- ChAFTA: <http://dfat.gov.au/trade/agreements/chafta/fact-sheets/Pages/understanding-the-agreement.aspx>
- Events and Conferences
  - <http://abf.events/acbw2015/sydney/>
  - <http://abf.events/acbw2015/china/>
  - <http://acbc.com.au/upcoming-events>
- TEC China Special Interest Group?
- TEC Mission?
- Books
  - 'Inside the Chinese Mind' – Jeff Baker and Helen Zhang
  - 'One Billion Customers' – James McGregor
  - 'The Art of War' – Sun Tzu



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# Breakdown of Professional Clusters in China



**ZHENGZHOU**  
Manufacturing, textiles  
Banking and finance, electronics and electrical equipment

**BEIJING**  
Automotive, chemicals, pharmaceuticals, IT  
Banking and finance, communications, electronics and electrical equipment, industrial machinery and parts, medical products, metals

**TIANJIN**  
Automotive, communications, IT, metals  
Biotechnology, electronics and electrical equipment, energy, industrial machinery and parts, textile, transportation and logistics

**DALIAN**  
Electronics, electrical equipment, IT, manufacturing, petrochemical  
Banking and finance, industrial machinery and parts, metals

**SHENYANG**  
Industrial machinery and parts, manufacturing, trading  
Automotive, chemical and pharmaceutical, electronics and electrical equipment, medical products, metals

**WUHAN**  
Banking and finance, IT, trading  
Automotive, biotechnology, manufacturing, metals, transportation and logistics

**CHANGSHA**  
Automotive, industrial machinery and parts  
Chemical and pharmaceutical, manufacturing, metals, textile

**CHENGDU**  
Industrial machinery and parts, IT, medical products  
Banking and finance, electronics and electrical equipment, manufacturing, outsourcing services

**CHONGQING**  
Automotive, manufacturing  
Chemical and pharmaceutical, electronics and electrical equipment, industrial machinery and parts, textile

**GUANGZHOU**  
Automotive, banking and finance, manufacturing  
Electronics and electrical equipment, IT, petrochemical, transportation and logistics

**DONGGUAN**  
Industrial machinery and parts, trading  
Electronics and electrical equipment, IT, manufacturing, metals, textile

**FOSHAN**  
Manufacturing, metals  
Automotive, electronics and electrical equipment, industrial machinery and parts

**JIANGMEN**  
Industrial machinery and parts, manufacturing, textile  
Chemical and pharmaceutical, electronics and electrical equipment, IT, metals

**ZHUHAI**  
Electronics and electrical equipment, manufacturing  
Biotechnology, IT, medical products and equipment, petrochemical

**MACAU**  
Banking and finance, tourism  
Trading, outsourcing services

**HONG KONG**  
Banking and finance, outsourcing services, trading  
Communications, electronics and electrical equipment, IT, transportation and logistics

**SHENZHEN**  
Banking and finance, IT, manufacturing  
Biotechnology, communications, electronics and electrical equipment, textile, transportation and logistics

**NANJING**  
Electronics and electrical equipment, metals, outsourcing services  
Automotive, biotechnology, chemical and pharmaceutical, industrial machinery and parts, IT, manufacturing, petrochemical

**YANGZHOU**  
Automotive, electronics and electrical equipment, textile  
Chemical and pharmaceutical, manufacturing, medical products, metals, petrochemical

**SUZHOU**  
Chemical and pharmaceutical, industrial machinery and parts, IT  
Communications, petrochemical, textile

**SHANGHAI**  
Automotive, banking and finance, IT, trading  
Biotechnology, chemical and pharmaceutical, electronics and electrical equipment, industrial machinery and parts, manufacturing, metals, petrochemical, transportation and logistics

**HANGZHOU**  
IT, manufacturing, textile  
Automotive, chemical and pharmaceutical, communications, electronics and electrical equipment, medical products, metals

**NINGBO**  
Manufacturing, textile, trading  
Automotive, communications, electronics and electrical equipment, industrial machinery and parts, metals, petrochemical

**SHAOXING**  
Industrial machinery and parts, textile  
Chemical and pharmaceutical, metals, petrochemical

**WENZHO**  
Electronics and electrical equipment, manufacturing  
Automotive, chemical and pharmaceutical, metals, textiles

