

VGBO Locations

Access China is delivered through the Victorian Government Business Offices (VGBOs) in two locations: Hong Kong and Shanghai.

Hong Kong

A vibrant and sophisticated hub for finance and trade, Hong Kong has an open, familiar and resilient economy that offers many opportunities for Victorian companies. Hong Kong also serves as an ideal base from which to explore the potential of the Pan Pearl River Delta (PPRD) region, and exploit the preferential benefits of the city's Closer Economic Partnership Arrangement (CEPA) with the mainland.

VGBO Hong Kong

2108 Harbour Centre, 25 Harbour Road
Wanchai, Hong Kong

Shanghai

The 'Pearl of the Orient', Shanghai is the epitome of the new China, a burgeoning and modern metropolis of 20 million people. A huge market in its own right, Shanghai also serves as a pivotal gateway into Eastern China through the Yangtze River Delta, opening up the provinces of Zhejiang, Anhui, and Jiangsu - Victoria's Sister State.

VGBO Shanghai

Suite 308, Shanghai Centre

1376 Nanjing West Road 200040

How to Apply

Visit the website at www.business.vic.gov.au/export to download an application form under the Access China link. Complete the form and fax it to (03) 9651 8044.

For more information about the Access China Program please contact:

Office of International Business & Export

T: (03) 9651 7679

F: (03) 9651 8044

Access China

Victorian Government Business Office
Hong Kong & Shanghai



OPENING DOORS TO
export

OPENING DOORS TO
export



China has opened up to the world and now boasts a fast growing, dynamic and increasingly market-oriented economy.

The Victorian Government's *Opening Doors to Export Plan* recognises the importance of China as a key market for Victorian products and services. 'China, 2005 & Beyond', the country strategy document detailing the Government's approach, further defines our relationship into the future by identifying priorities across target sectors.

China, including Hong Kong, is already Victoria's largest merchandise export market, valued at more than A\$2.3 billion in 2004.

Export opportunities exist for Victorian companies in several sectors including:

- architectural, building and construction services;
- automotive;
- biotechnology;
- education and tourism services;
- environmental management and technologies;
- food (especially dairy, processed foods and wine);
- hospital design and management systems;
- ICT; and
- professional and financial services.

The Access China program helps reduce the costs, time and risks associated with identifying export opportunities or establishing export operations in the Greater China region.

Access China includes the complimentary use of office facilities and export-related assistance to help Victorian companies navigate the world's fastest growing market.

Export Related Assistance

Local staff can provide:

- market entry strategy analysis;
- initial market research;
- local market knowledge;
- cultural training;
- introductions and networking;
- agent identification;
- logistical support; and
- strategy refinement.

- The VGBO's Access China office facilities are available to clients free of cost for the first 2 weeks.
- Thereafter, companies will be charged at a reduced rate of US\$250 per month for up to 3 months (excluding extraordinary expenses such as long distance phone calls).
- Facilities include an individual desk, computer with broadband connection, phone, printer, copier and fax.

"Our company has been involved with Access China since its inception in October 2004 and found the facilities and services provided by the Victorian Government Business Offices (VGBO) excellent.

We appreciate the profile gained in Hong Kong and China by working through introductions from the VGBO."

Diane Tregoning
General Manager - Black Forest Timbers



Oriental Pearl TV Tower, Shanghai



Lujiazui Finance and Trade Zone



Hong Kong



Shanghai

Opening Doors connects you to **world-class** export assistance