



ECA launches Australia's International Business Survey 2018

5 April 2018

The Export Council of Australia (ECA) is proud to launch the 2018 edition of *Australia's International Business Survey* (AIBS). AIBS is a collaboration between the ECA, the Australian Trade and Investment Commission (Austrade), and the Export Finance and Insurance Corporation (Efic).

As the largest annual study of its kind, AIBS provides crucial understanding and insight into Australia's international business activity, and in evaluating the impact of international economic trends on Australian businesses.

"AIBS 2018 will continue to build on the foundation we have established over the last four years and drive new insights into the international perspectives and outlooks of Australian businesses," ECA CEO Alina Bain said.

"Considering the current international environment, it is a crucial time for Australian businesses to have their voices heard on the issues that affect them the most," Ms Bain added.

Last year, over 1,000 AIBS respondents painted a picture of an ambitious and diversified Australian international business community. Respondents provided vital insight into the use of Australia's network of free trade agreements, including benefits beyond increased exports in areas like standards recognition.

AIBS 2017 also illustrated the increasingly important role of innovation in fueling the international growth of Australian companies, with nearly half of respondents having introduced some sort of product or service innovation to improve their export sales.

"This year, AIBS insights will include attitudes toward emerging markets as well as the use of new trade-enabling technologies," Ms Bain said.

The information collected by AIBS plays a vital role in informing the trade debate in Australia, and in assisting organisations like the ECA to provide services that best support Australian businesses along their international journey.

The ECA encourages all businesses to ensure their voice is heard by taking part in AIBS 2018 by clicking [here](#).