

# Australia's International Business Profile: AIBS 2014

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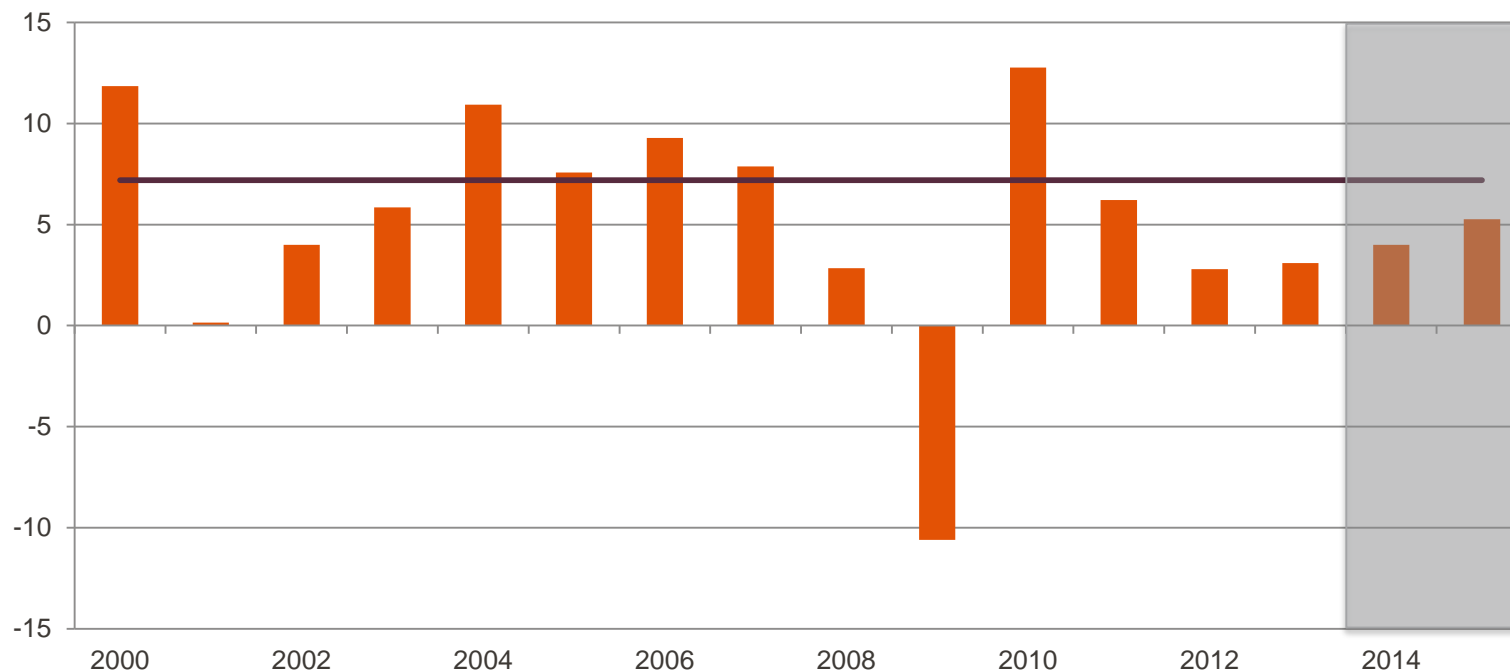
The image features a solid orange background. In the top-left corner, there are several thin, white, overlapping lines that form a series of nested, angular shapes, resembling a stylized arrow or a series of overlapping triangles pointing towards the center.

# The context

# Post-crisis trade growth has been soft . . .

## World growth in trade volumes 2000-2015F

*% change over previous year*

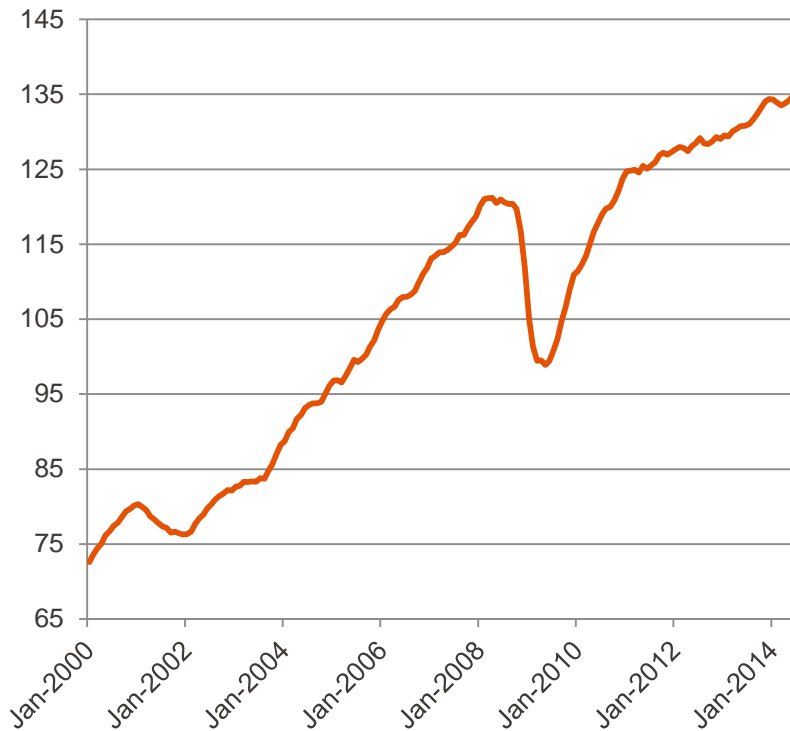


Source: IMF World Economic Outlook July 2014 update

# ... and remains sluggish

## World merchandise trade: Levels

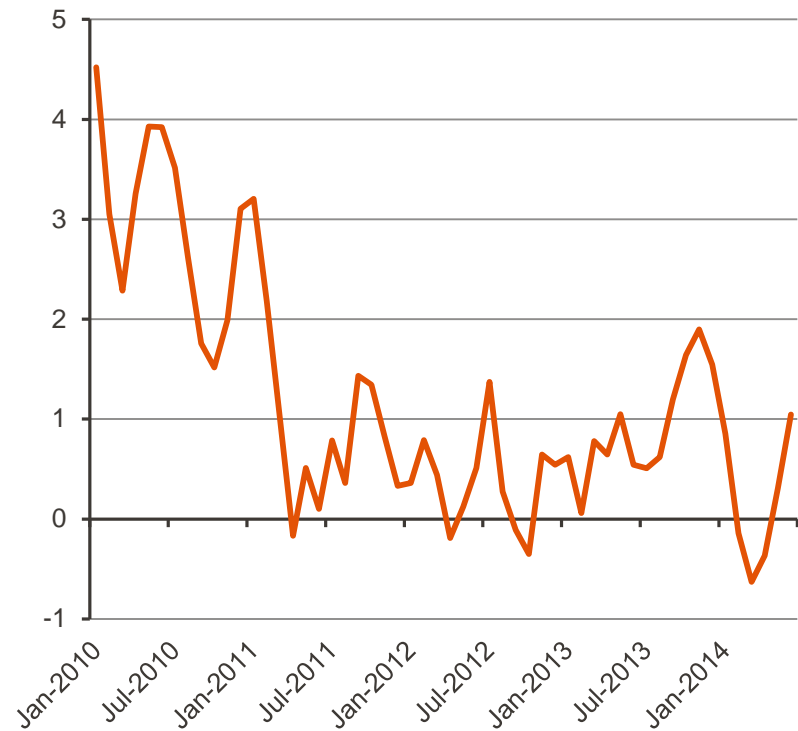
Volumes, Index 2005 = 1000, 3mma



Source: CPB

## World merchandise trade: Momentum

Volumes, 3mma on 3mma, per cent change

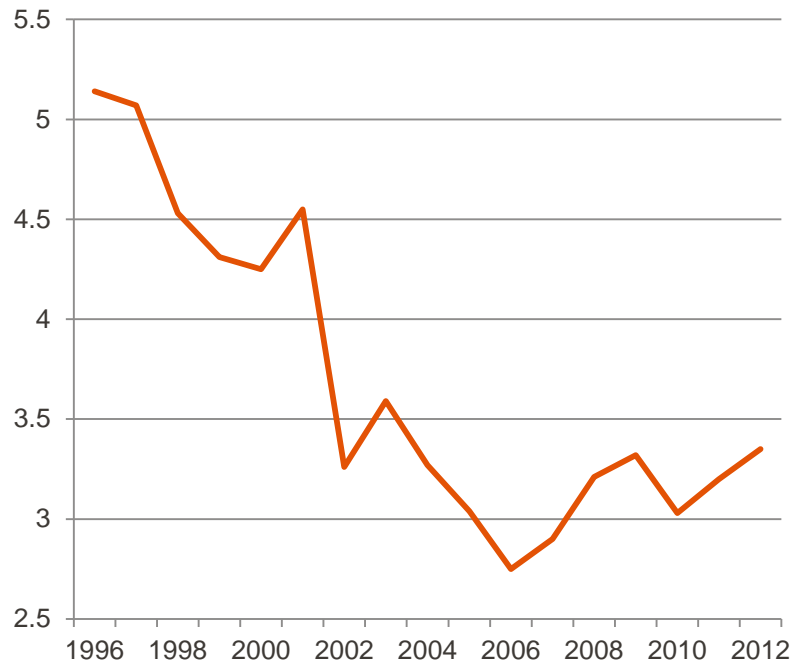


Source: CPB

# Trade policy has been less accommodating

## Applied world tariff rates for manufactures

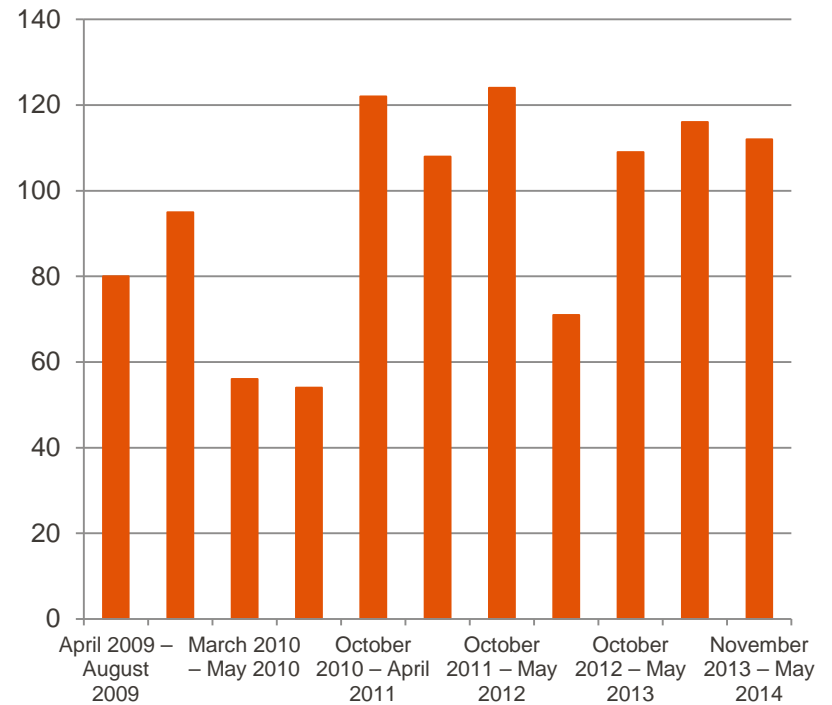
Per cent, weighted mean



Source: WDI. Note missing value for 2011.

## Trade measures imposed by G20 members

Total number of measures

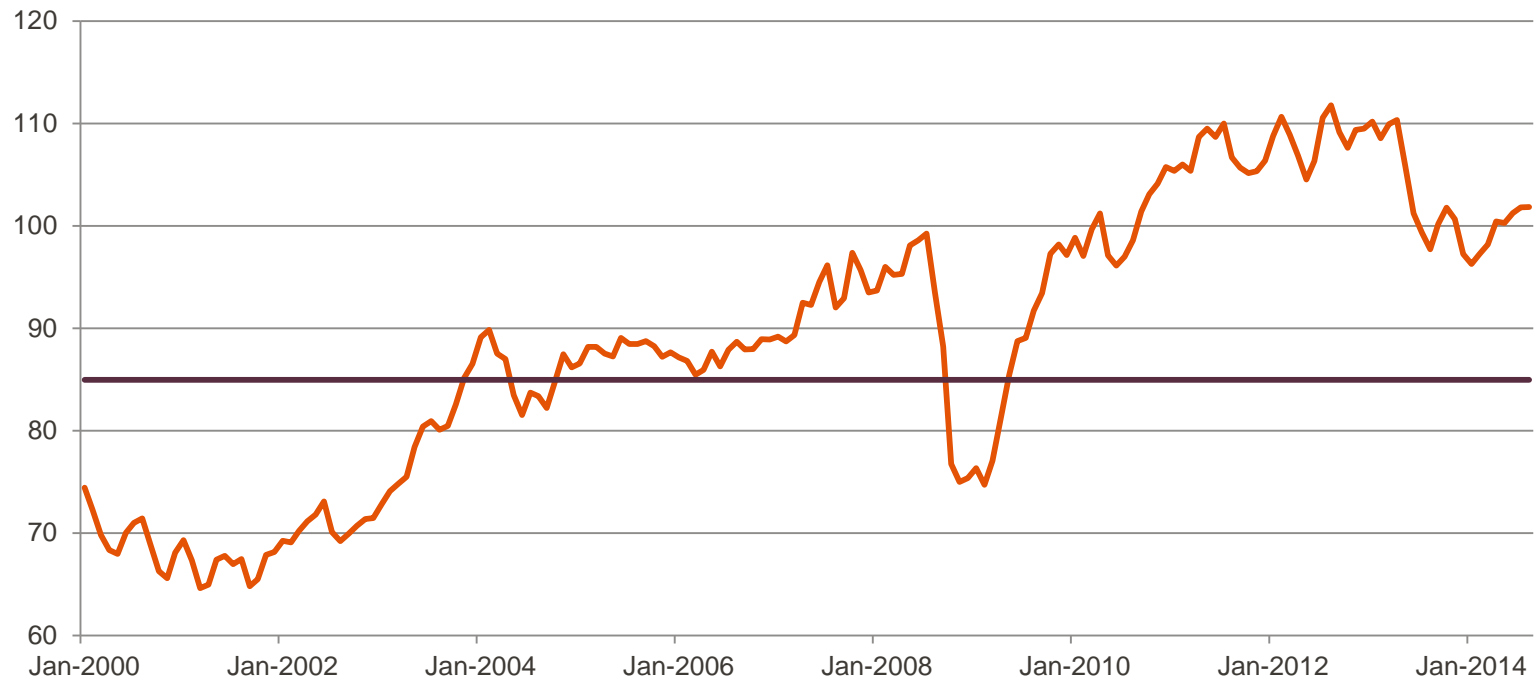


Source: WTO, OECD and UNCTAD joint reports to G20.

# And competitiveness has been squeezed

## Australia: Real effective exchange rate index

Index: March 1995 = 100

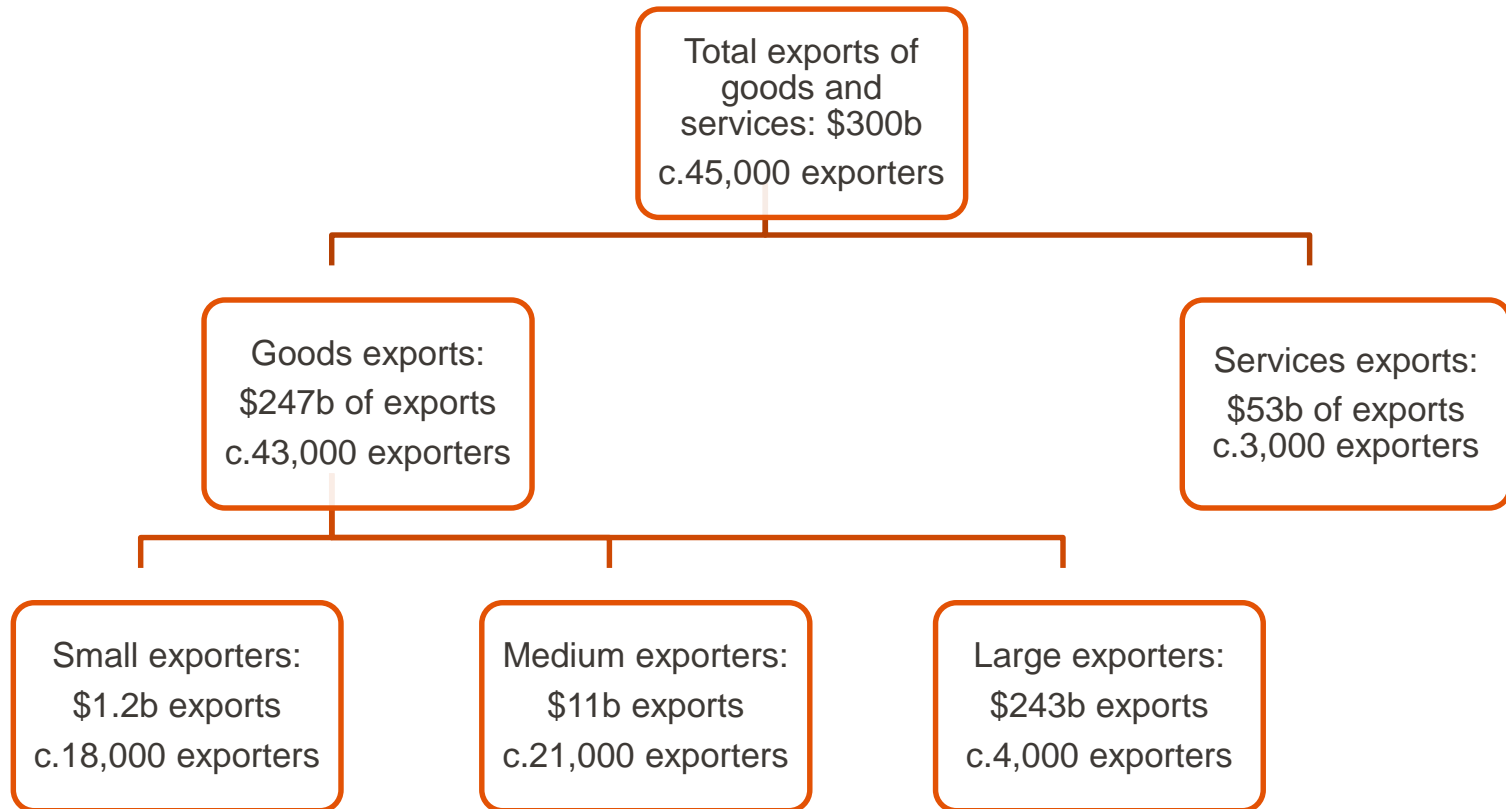


Source: BIS.

The background is a solid yellow color. On the left side, there are several thin, white, overlapping lines that form a series of nested, elongated shapes pointing towards the right. These lines create a sense of depth and movement, resembling a stylized arrow or a series of parallel paths that converge towards the center.

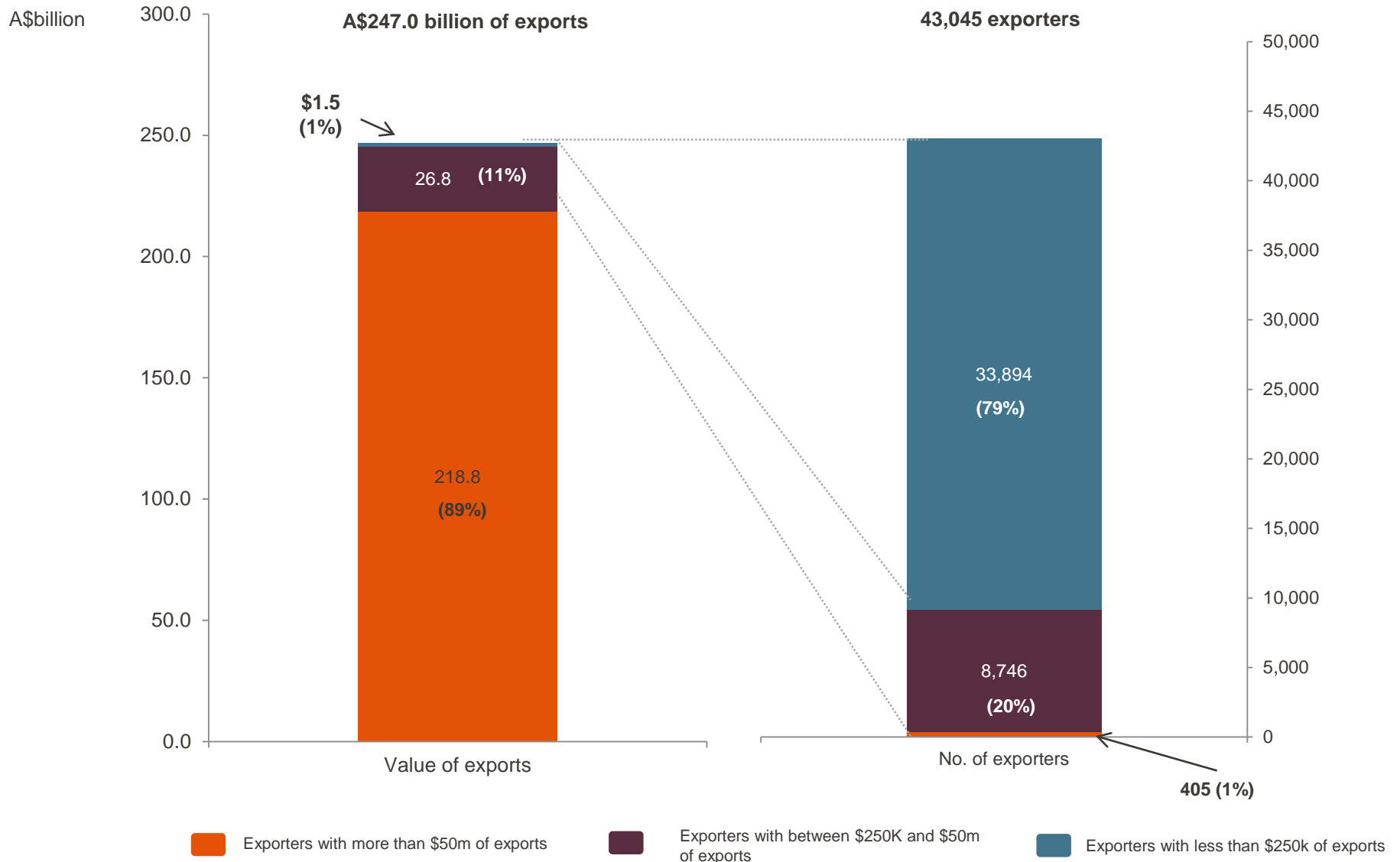
# The ABS numbers

# Australia's exports 2012-13, by the numbers



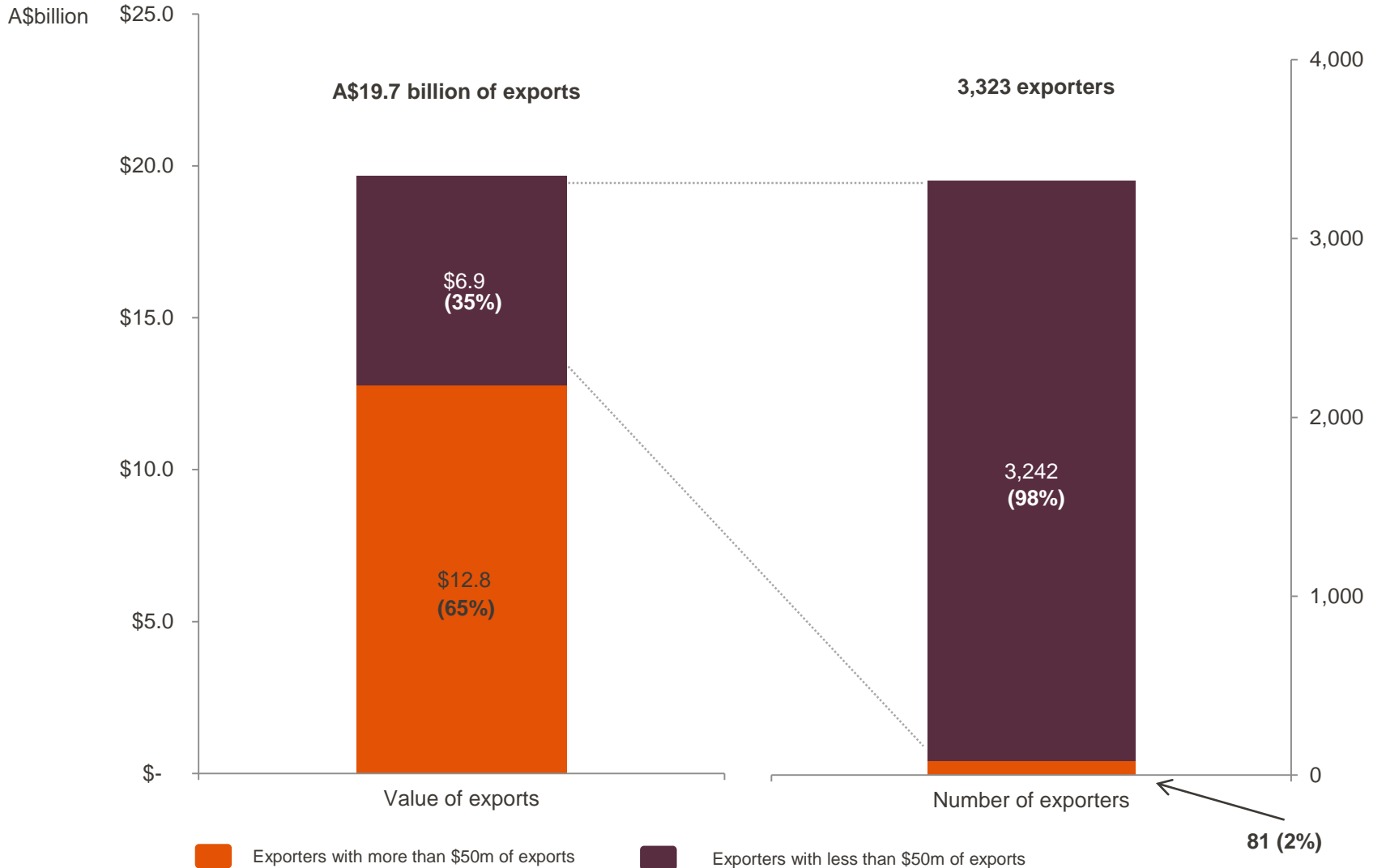


# Australian goods exporters (2012-13)



Note: Totals may not add up due to rounding

# Australian services exporters (2012-13)\*



\* Total services exports were \$52.8 billion. For \$33 billion (63%) of services exports a breakdown by size and number of exporters is not available.

The background is a solid yellow color. On the left side, there are several thin, white, overlapping lines that form abstract, angular shapes, resembling a stylized arrow or a series of nested lines that curve and intersect.

# Highlights from AIBS 2014

# Australia's International Business Survey



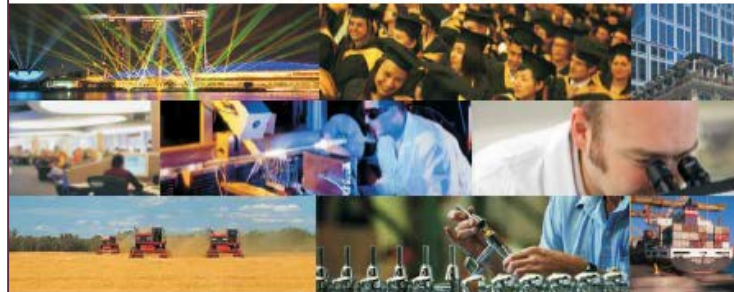
AUSTRALIA'S  
INTERNATIONAL  
BUSINESS  
SURVEY 2014

We've surveyed  
the international  
business landscape.

2014 AIBS  
Highlights Report

1,618 participants

Operating across  
133 markets



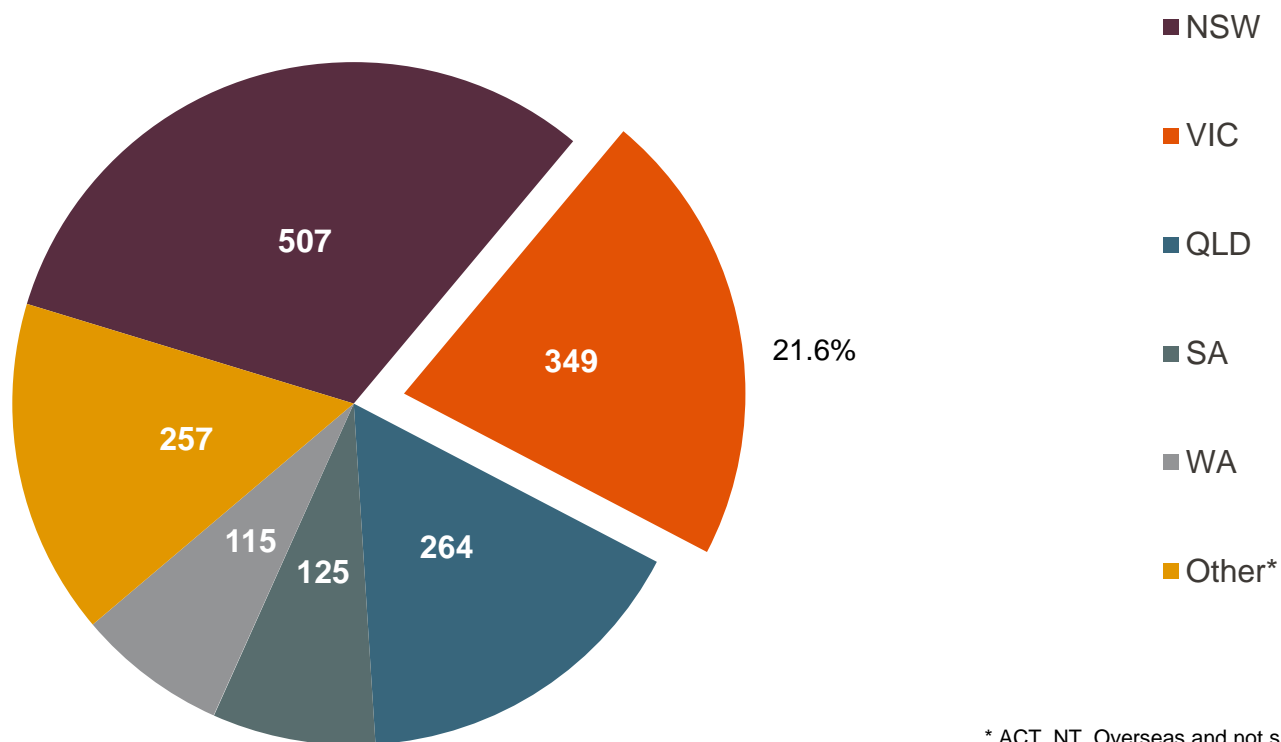
Survey partners



# Sample details: Location

## AIBS 2014: Responses by State

Number of respondents, total sample = 1,617



\* ACT, NT, Overseas and not specified

# Sample details: Sector

## AIBS: Selected sector of operation

Per cent of total

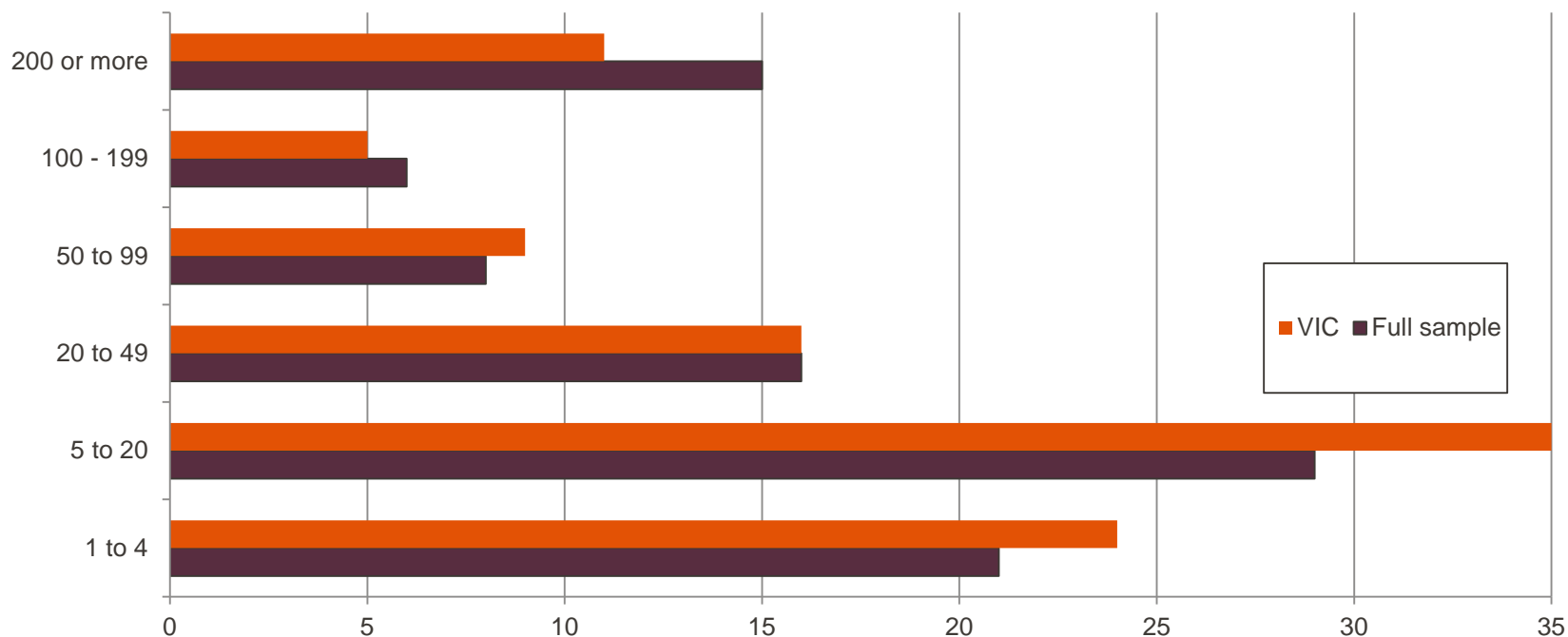


Source: AIBS 2014. Note values for No response and Don't know / other not included. Not all categories included.

# Sample details: Size

## AIBS: How many employees?

*Per cent of total*

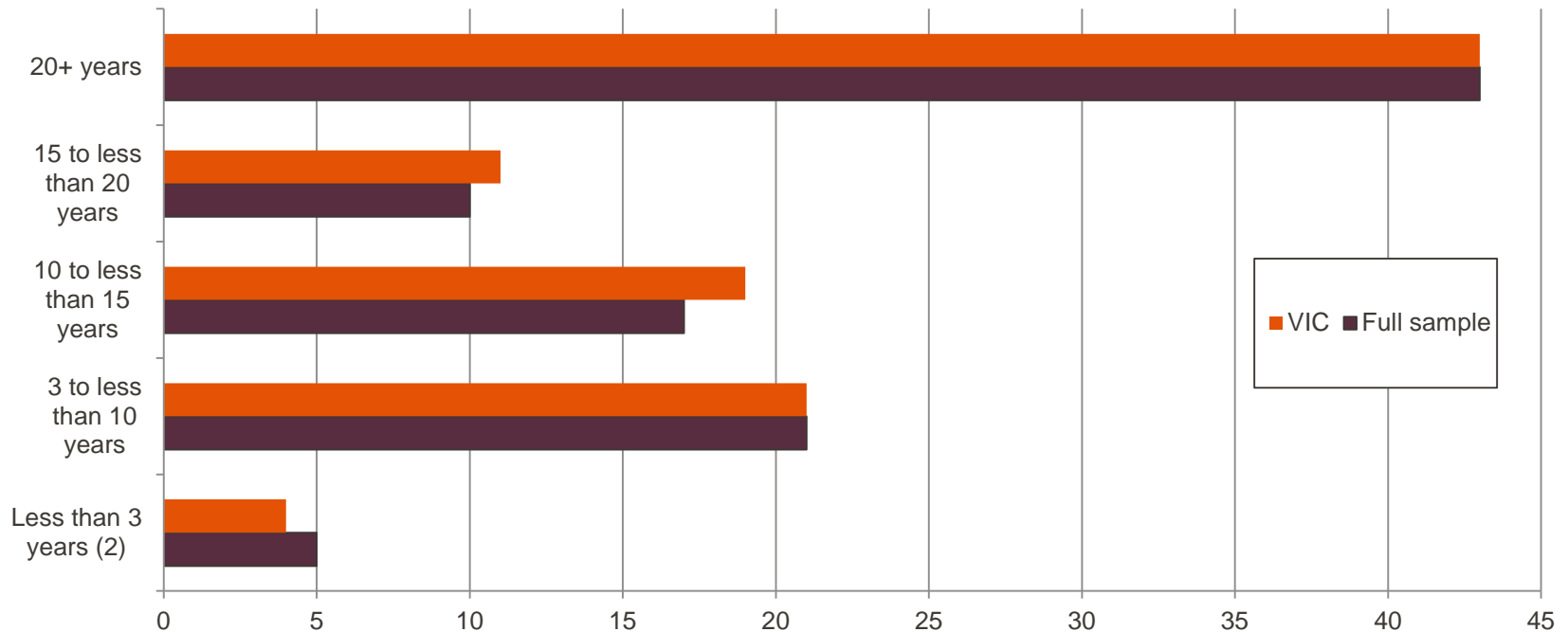


Source: AIBS 2014. Note values for No response and Don't know / other not included

# Sample details: Overall experience

## AIBS: How long has your company been operating?

*Per cent of total*



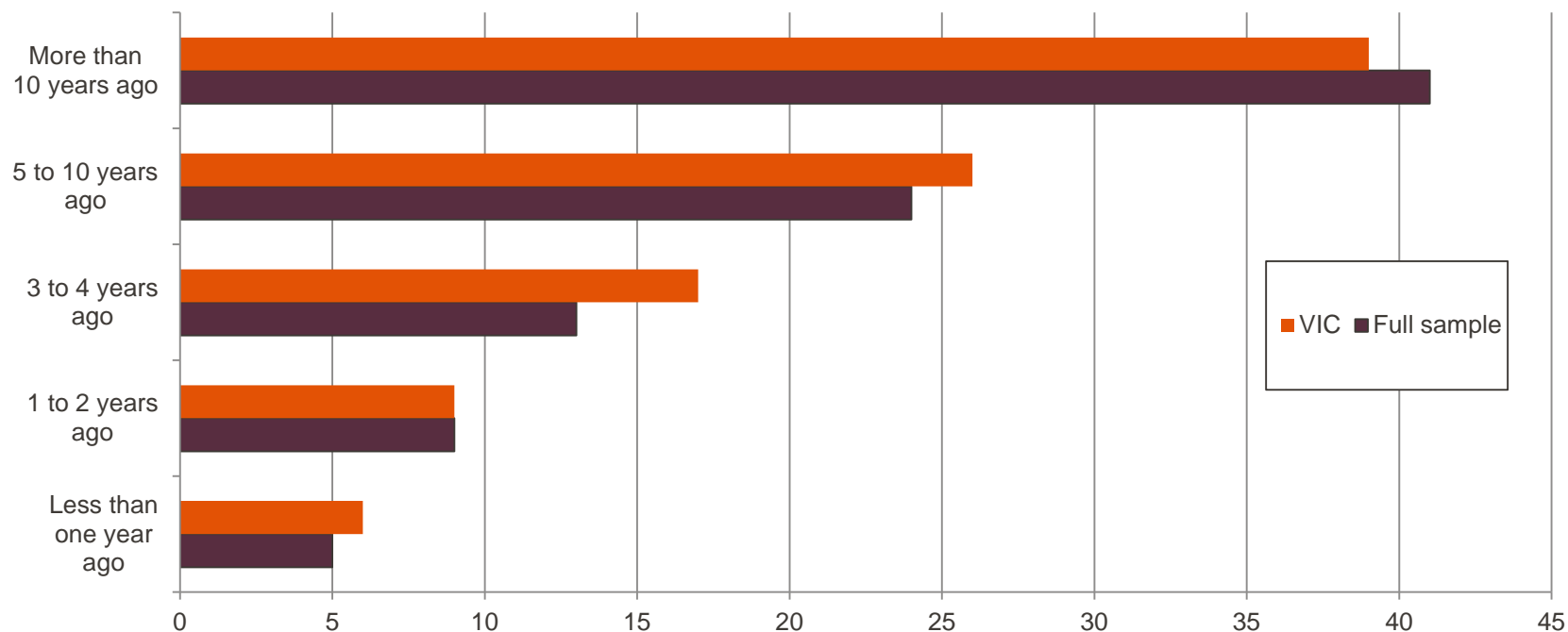
Source: AIBS 2014. Note values for No response and Don't know / other not included



# Sample details: International experience (1)

## AIBS: When did your company start earning revenue from overseas?

*Per cent of total*

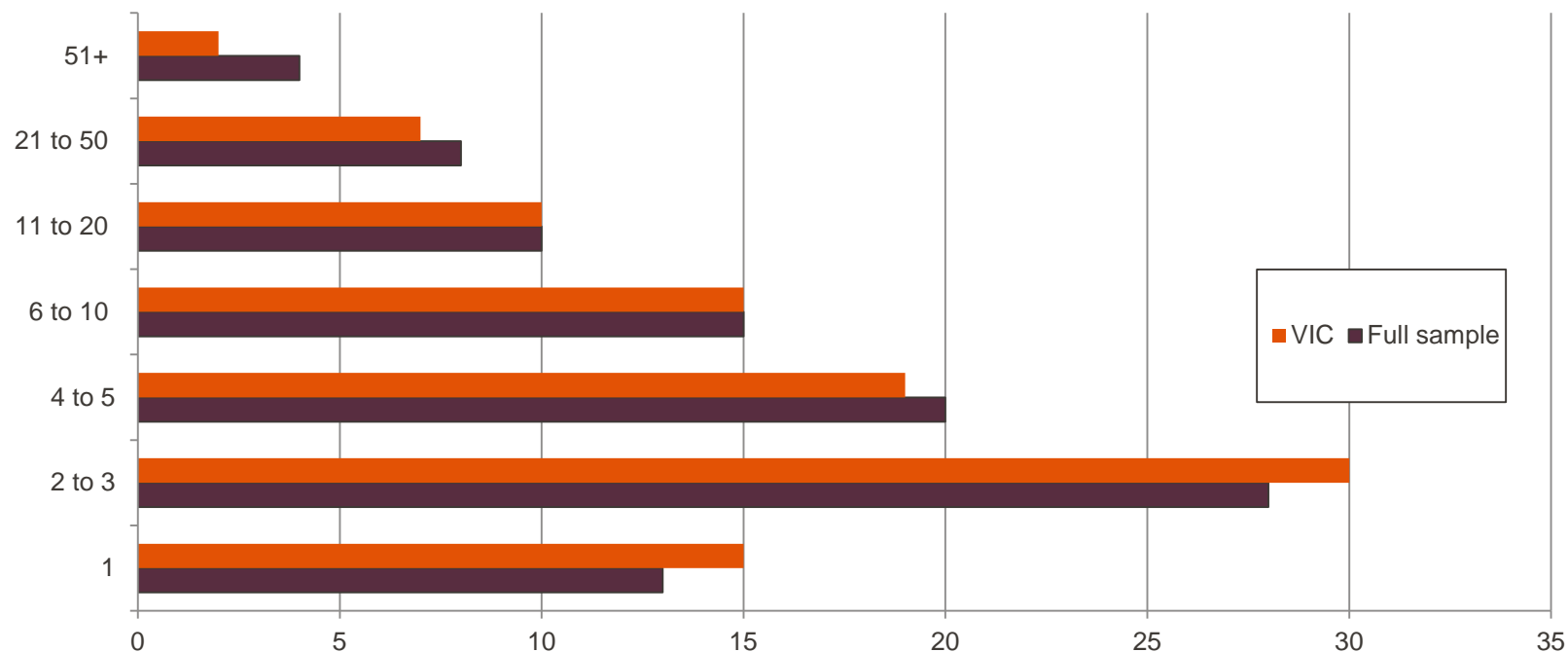


Source: AIBS 2014. Note values for No response and Don't know / other not included

# Sample details: International experience (2)

**AIBS: How many countries has your company earned revenue from?**

*Per cent of total*



Source: AIBS 2014. Note values for No response and Don't know / other not included

# Sample details: Top ten current markets

Full sample	% of responses
United States	14
China	10
New Zealand	9
United Kingdom	7
Japan	5
Singapore	5
Indonesia	4
Malaysia	3
India	3
PNG	3

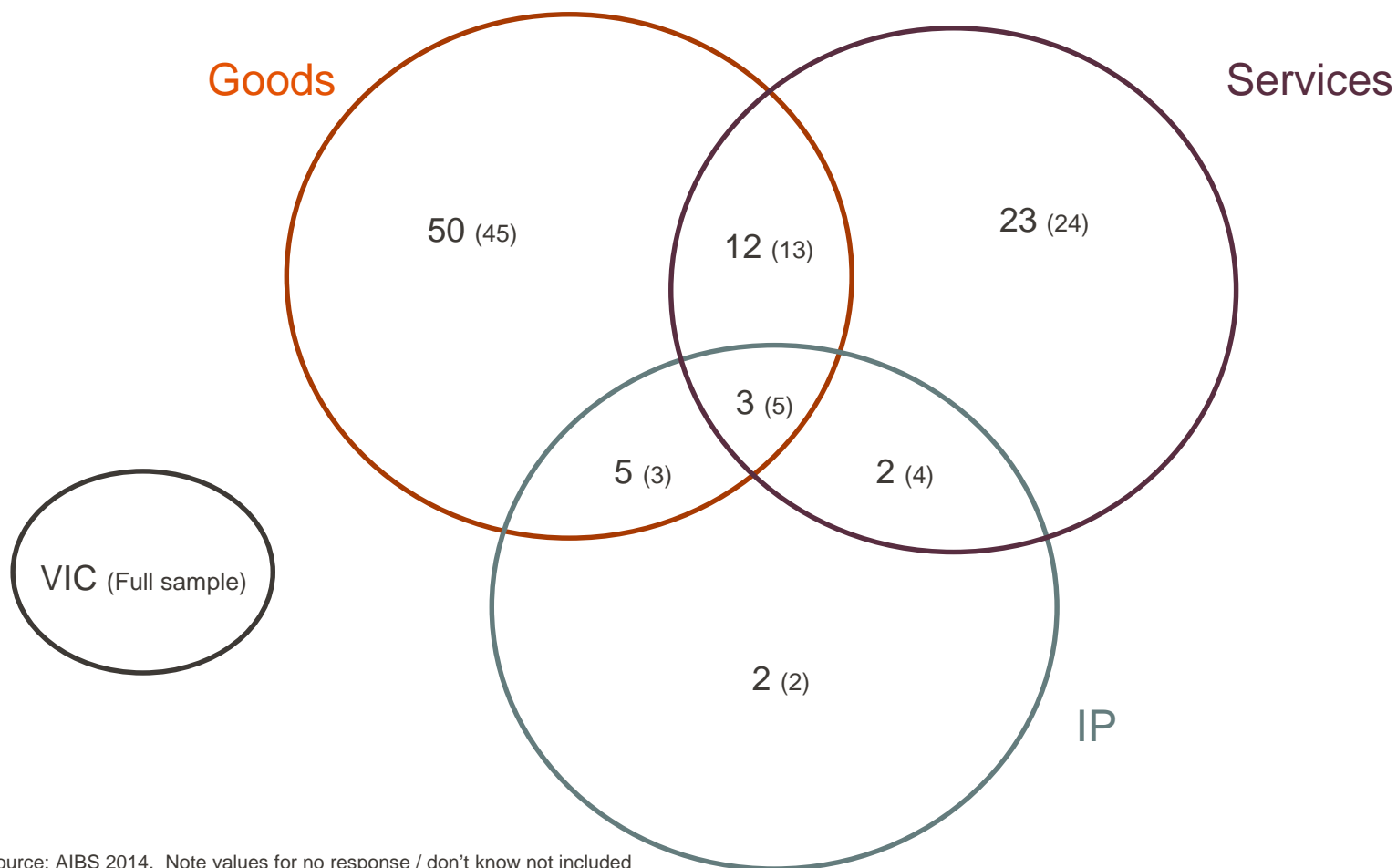
Source: AIBS 2014

VIC	% of responses
United States	14
China	11
New Zealand	11
Singapore	6
United Kingdom	5
India	4
Japan	4
Thailand	4
Malaysia	3
Germany	3

Source: AIBS 2014

# Findings: Sources of international revenue

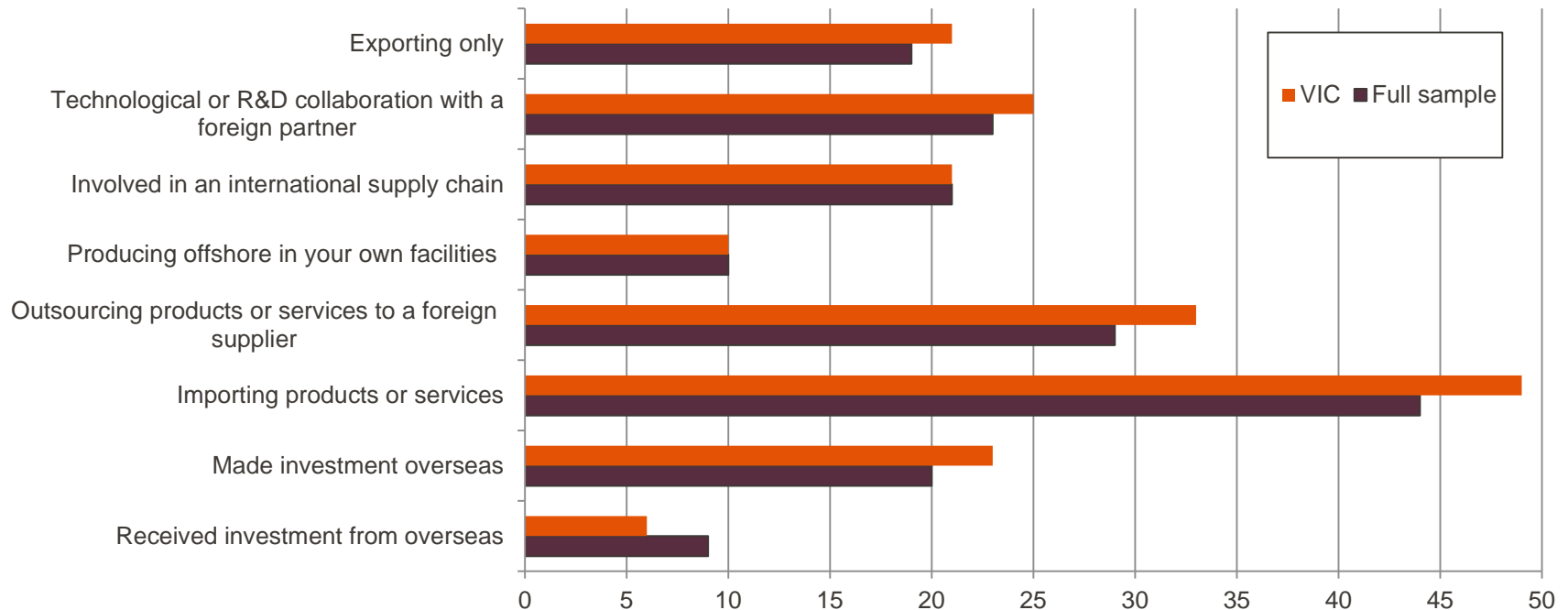
*Per cent of respondents*



# Findings: Beyond exporting

## AIBS: Is your company involved in any of the following international activities?

*Per cent of total*

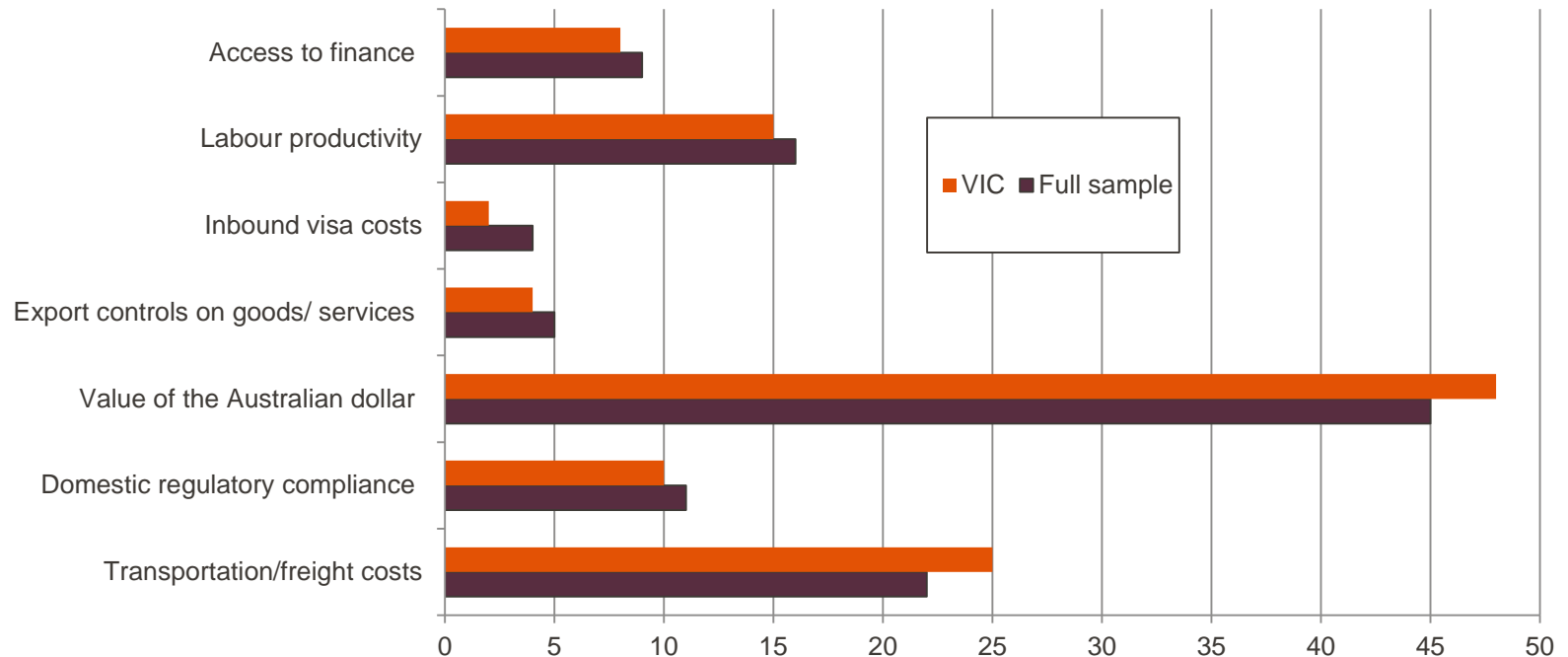


Source: AIBS 2014. Note values for No response and Don't know / other not included

# Findings: Challenges at home

## AIBS: What domestic factors adversely affect your competitiveness?

*Per cent of total for those answering 'Most important'*

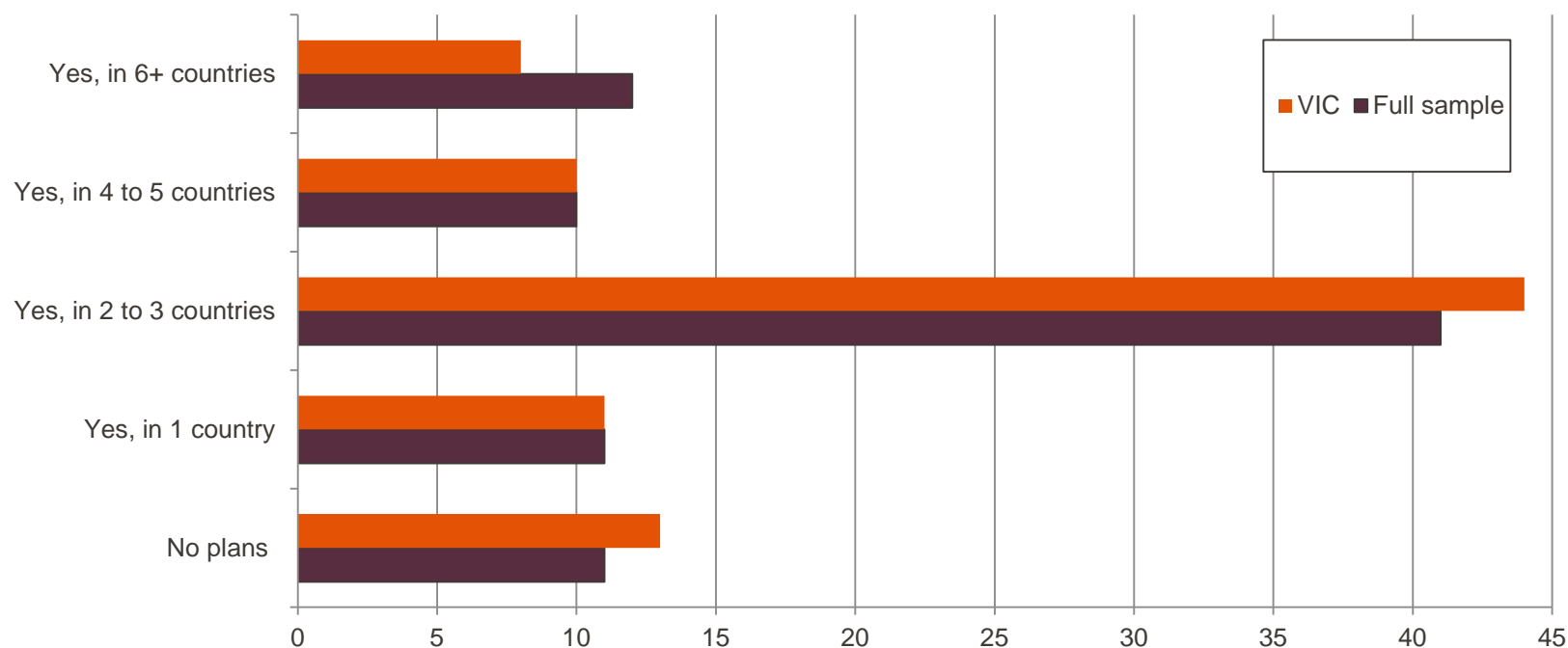


Source: AIBS 2014. Note values for No response and Don't know / other not included

# Findings: Plans for overseas expansion

## AIBS: Do you expect to do business with new countries in the next two years?

*Per cent of total*



Source: AIBS 2014. Note values for No response and Don't know / other not included

# Findings: Top ten target markets

Full sample	% of responses
China	19
United States	15
India	6
United Kingdom	5
Indonesia	5
Japan	4
South Korea	3
Malaysia	3
New Zealand	3
Germany	3

Source: AIBS 2014

VIC	% of responses
China	21
United States	14
India	6
Indonesia	6
Japan	5
South Korea	4
Germany	4
United Kingdom	3
Malaysia	3
New Zealand	3

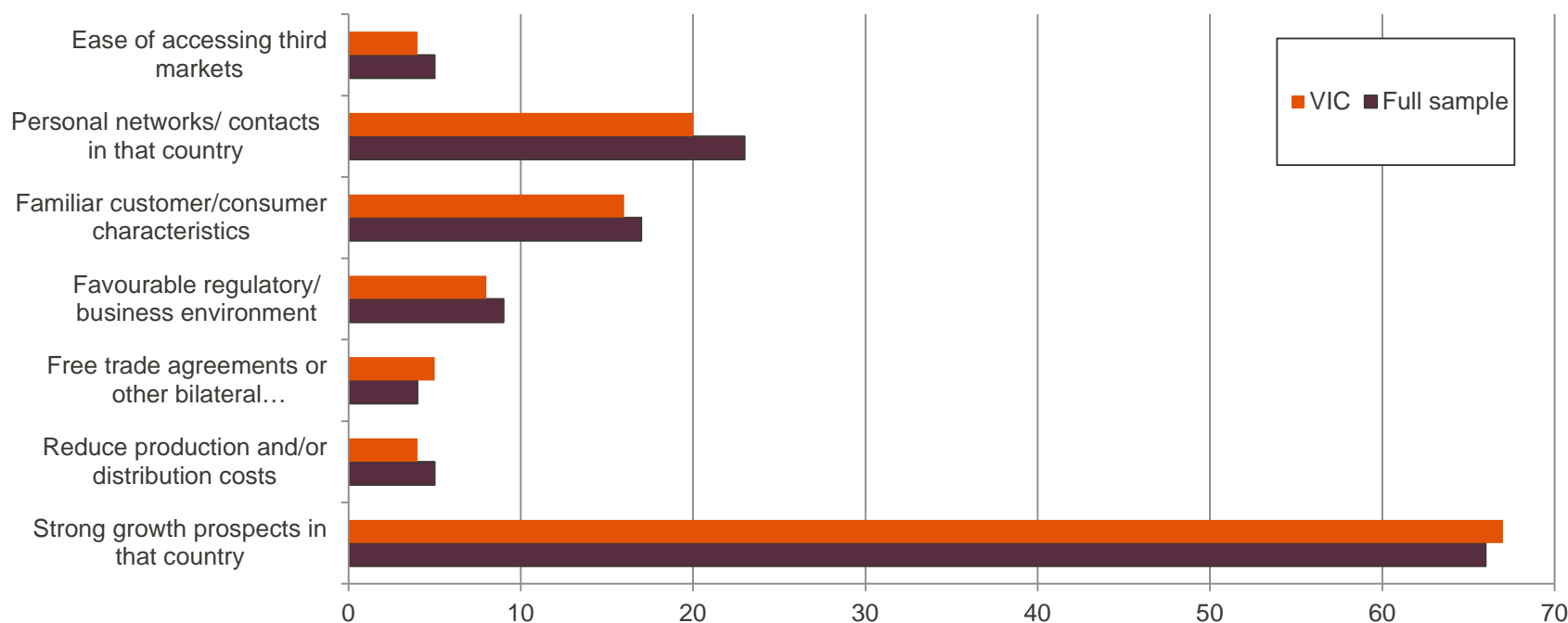
Source: AIBS 2014



# Findings: Reasons for targeting market

## AIBS: Why have you chosen this market for future business?

*Per cent of respondents citing reason as most important*

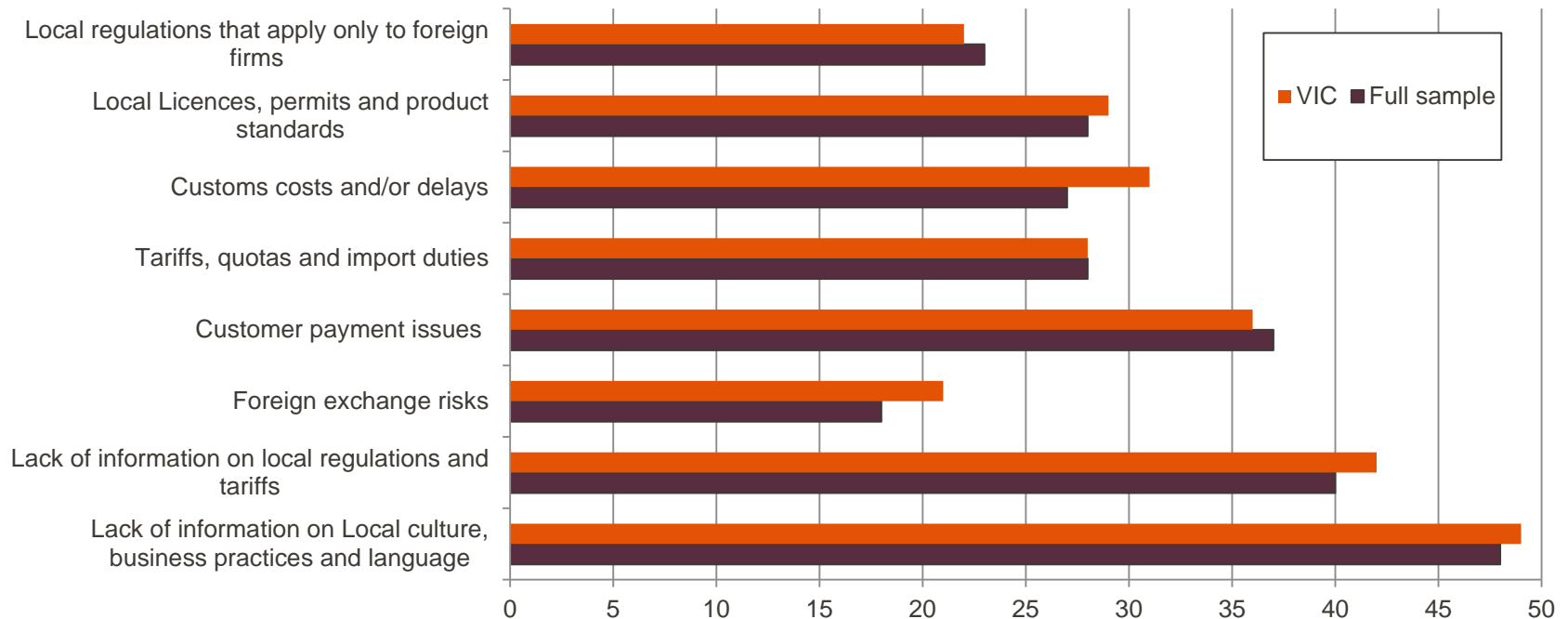


Source: AIBS 2014. Note values for No response and Don't know / other not included

# Findings: Overseas barriers

## AIBS: Most important barrier to doing business overseas

*Per cent of respondents ranking barrier as important*



Source: AIBS 2014. Note values for No response and Don't know / other not included

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