



Export Council of Australia

The Voice for Australia's Exporters

MEDIA RELEASE

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EXPORT COUNCIL OF AUSTRALIA COLLABORATES ON NEW ONLINE TOOL TO ASSIST EXPORTERS

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A new digital tool has been launched to help Australian businesses plan for international expansion with a one-stop-shop that provides data-driven insights to support export plans.

The Export Council of Australia (ECA) was instrumental in driving the development by ANZ of “Be Trade Ready”. The online tool gives Australian businesses access to comparative information on Free Trade Agreements in 10 key markets and across 16 industry sectors, and a wealth of market information. The FTA comparisons – not available anywhere else in this form - give unique insights that will enable SME exporters to make strategic decisions about market access. The tool also contains information about benchmarking, forecasting of revenue, and capital requirements for international expansion.

ECA CEO, Lisa McAuley”, said: “The ECA’s mission is to help build the capability and capacity of Australian SME exporters. We believe the Be Trade Ready tool will place vital information in the hands of SME exporters, putting them in a better position to make informed decisions about their international business expansion. The ECA will continually strive to upskill and prepare Australian exporters to take on the world, through tools like Be Trade Ready, our extensive skills development offering, well-regarded publications, world-class research, and policy initiatives.”

Ms McAuley went on to say: “We’re very pleased to have partnered with ANZ, which brings its technology smarts and international business presence to this project.”

Visit the Be Trade Ready tool to help inform your international business expansion plans:
betradeready.anz.com/

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