



## Australia's Most Comprehensive International Business Activity Survey Released

**Thursday 6 April, 2017:** As the country's most significant study into Australian international business activity, the Export Council of Australia (ECA) has today launched its annual Australia's International Business Survey (AIBS).

With trade and investment being crucial components for a strong economy, the 2017 release is the fourth in the series of studies and is a collaborative effort between the ECA, the Australian Trade and Investment Commission (Austrade), the Export Finance and Insurance Corporation (Efic), and UTS Business School.

"Building on the last three years of AIBS survey activity, AIBS 2017 will help build our understanding of the international activities of Australian companies with a specific focus on current international business activities and markets, future business outlook, experience with FTAs and access to finance," ECA CEO Lisa McAuley says.

The ECA urges all exporters to ensure their voice is heard by completing the 15-minute survey. This year, the ECA is offering educational incentives for survey participants – a series of four educational booklets, developed in conjunction with HSBC Australia covering the following FTA's:

- ASEAN Connected: Understanding the ASEAN-Australia-New Zealand Free Trade Agreement
- ASEAN Connected: Understanding the Malaysia-Australia Free Trade Agreement
- ASEAN Connected: Understanding the Singapore-Australia Free Trade Agreement
- ASEAN Connected: Understanding the Thailand-Australia Free Trade Agreement

The booklets are specifically designed to help Australian exporters navigate the basics of utilising our four free trade agreements with ASEAN, as well as understand the tariff and non-tariff benefits that apply to a range of goods and services across most industry sectors. They follow on from the ASEAN Connected Report the ECA launched last year.

"Generating AIBS responses is critical to assisting policy makers to better comprehend the needs of Australian companies engaged in international business," Ms McAuley says.

Dean of the UTS Business School Roy Green says we are committed to the success of Australia's SMEs in global markets and value chains. This survey will assist us in identifying areas of competitive advantage and how to capitalise on them through capability-building in research and technology development, new business models and smart specialisation."

The ECA is proud to welcome UTS Business School to AIBS this year, the largest faculty at the University of Technology, Sydney, and one of the largest business schools in Australia. With almost 11,500 students, over 300 academics and six research centers, UTS Business School engages in relevant, groundbreaking research that is shaping industry.

Click here to complete the 2017 Australian International Business Survey: [Please click here to start the survey >](#)

For more information please contact:

Richelle Ward

[richelleward@export.org.au](mailto:richelleward@export.org.au)

0414 290 526