



Export Council of Australia

The Voice for Australia's Exporters

ECA welcomes policies to grow exports to the region

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The Export Council of Australia (ECA) welcomes Jason Clare's speech *'Trade in an Asian Century and the Age of Trump'*.

Non-tariff measures—regulations other than tariffs that restrict trade (like customs processes, product registration or professional licences)—are a growing burden on Australian exporters.

'As Australia's FTA network grows, and the burden of tariffs ease, more Australian exporters are being challenged by non-tariff measures,' said ECA CEO Lisa McAuley.

'The ECA is leading work, in consultation with other industry bodies, to develop an online portal to better capture information on non-tariff measures. We are therefore pleased to see Labor's commitment to a coordinated government process to address the NTMs exporters are confronting.'

The ECA also supports plans to make Australia Week in China (AWIC) an annual event, and to increase the Asia-literacy of young professionals.

'Making Australia Week in China an annual event is a great way to continue to build Australia's profile in China, as well as giving exporters an opportunity to see the market first-hand. But it can be a missed opportunity if Australia doesn't have an international brand that resonates with Australian exporters and Chinese importers alike, and if exporters don't have the confidence to follow up AWIC due to underfunding the Export Market Development Grant and Austrade.'

'It is essential to transform Australia's business culture to be more internationally-focused. Mr Clare rightly points out that despite our region powering the global economy, most SMEs are not venturing further than New Zealand. Giving young professionals the opportunity to experience other markets in the region will help them realise the opportunities on our doorstep,' said Ms McAuley.

For further information please contact:

Lisa McAuley
CEO, ECA
02 8243 7400