



# Export Council of Australia

The Voice for Australia's Exporters

RESEARCH IS VITAL IN UNDERSTANDING AUSTRALIA'S INTERNATIONAL BUSINESS ACTIVITY

**Friday 20 November, 2015**

One of Australia's most comprehensive investigations into Australian international business practice enters its third year. The results from the survey will ultimately provide fundamental support for advancing Australia's trade agenda says the Export Council of Australia (ECA).

The Australian International Business Survey (AIBS), initiated by the Export Council of Australia and partners Austrade, Efic, and the University of Sydney, was established in 2014 due to a lack of research on international trade activity in Australia.

The ECA's Chief Executive Officer, Lisa McAuley says the AIBS launched three years ago and has become an important study that allows government and industry to better understand Australia's International Business activities and needs.

"The survey provides Australian exporters with a platform to voice their concerns about barriers to trade while providing insights that will once again be used to drive the future of export for Australian business."

"The past two surveys have been successful in capturing vital information that reflects what's affecting our exporters. The results helped to guide the ECA's trade policy activity and our skills development offerings.

"We have also pushed to increase funding for the EMDG Scheme and represented the services sector by stressing the importance of services exports and the need to strategically address barriers to growth at a sector specific level."

"The results of AIBS 2015 were also the catalyst behind developing the ECA and ANZ FTA tool [www.ftatool.com.au](http://www.ftatool.com.au) – a free online tool that provides general awareness and understanding of Australia's FTAs."

"This year we have incorporated new questions around e-commerce, logistics, global value chains, and drivers of Australian competitiveness. Research allows us to better understand the direction of export for Australians and helps the ECA to focus on what is required going forward to develop international trade skills."

"Promoting trade liberalisation as a means to foster economic growth to ensure Australia's long term prosperity is important to the ECA," said Ms McAuley.

The ECA is urging all businesses active in international markets to take this 15 minute, independent and confidential survey. [START SURVEY](#)

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