



Export Council of Australia

The Voice for Australia's Exporters

EDUCATION IS VITAL FOR EXPORTER SUCCESS

Thursday 10 December, 2015

The Export Council of Australia (ECA) is pleased the benefits from the China Australia Free Trade Agreement (CHAFTA) will commence, just in time for Christmas, and result in a significant economic boost for Australian exporters.

CHAFTA entering into force will mean the government has completed a victorious year with a trifecta of deals closing Japan, Korea, and China, which account for 49 per cent of Australian exports.

Chief Executive Office for the Export Council of Australia Lisa McAuley says this is a pivotal change for exporters although we strongly advise seeking the education and support required to help eliminate potential setbacks when trading in offshore markets.

"We encourage exporters to start doing their own research on how their company can benefit from the changes. The FTA Tool website www.ftatool.com.au is a good place to start and will provide basic information in simple terms, making it a "go to" for all exporters."

"The ECA is a strong advocate for exporters and strives to develop international trade skills and break down barriers to trade. We have recently launched a new range of educational offerings to address today's business dynamics," Ms McAuley said.

The ECA is pleased to announce the launch today of a new "E-commerce 101" workshop, a practical one day course tailored specifically for companies looking at the opportunities of e-commerce in China to grow their business. Information regarding this new course can be found at:

www.aiex.com.au.

For further information contact:

Richelle Ward

richelleward@export.org.au

(07) 3514 3134