

**TRADE AND INVESTMENT MISSION TO CHINA AND VIETNAM BY
THE HONOURABLE NIALL BLAIR, MLC
MINISTER FOR PRIMARY INDUSTRIES, MINISTER FOR REGIONAL WATER, AND
MINISTER FOR TRADE AND INDUSTRY**

**3 NOVEMBER - 10 NOVEMBER 2018
POST MISSION REPORT**

PURPOSE OF TRAVEL

NSW has strong and long-standing cultural and economic partnerships with China and wishes to develop these further with Vietnam, an emerging regional growth market. Regular engagement by Ministers and senior government officials is central to sustaining and enhancing relationships in these countries.

The purpose of the mission was to build on market specific initiatives including the biannual Joint Economic Meeting between NSW and Guangdong (last held in December 2017), capitalise on the momentum generated by the 2018 ASEAN-Australia Special Summit hosted in Sydney, and to promote and grow trade and investment opportunities with China - NSW's largest trading partner - and Vietnam - NSW's second-largest export market in ASEAN.

In line with the objectives outlined in the NSW Government's 2018-2019 Market Strategy for China, and the interest in Vietnam following the 2018 ASEAN summit, the Minister's mission aimed to:

- Demonstrate NSW's commitment to the China and Vietnam markets by supporting NSW exporters at the China International Import Expo (CIIE) and the VietWater Expo;
- Commence planning and programs for the 40th anniversary of the NSW-Guangdong sister state relationship and 2019 Joint Economic Meeting (JEM);
- Officially launch air-freighted mainland Australian cherries in China through promotional events in Shanghai and Guangzhou;
- Encourage continued investment from China through meetings with investors interested in priority sectors including infrastructure, agriculture, e-commerce and medtech; and
- Deepen engagement with key Vietnamese stakeholders across government and business and encourage greater NSW business engagement with Vietnam, particularly in priority sectors including agribusiness, water, and Vocational, Education and Training (VET).

DESCRIPTION OF TRAVEL

The NSW Minister for Primary Industries, Minister for Regional Water, and Minister for Trade and Industry spent seven days visiting Shanghai and Guangzhou in China, and Ho Chi Minh City and Hanoi in Vietnam to promote trade and investment opportunities between NSW and China, and NSW and Vietnam.

China

The Minister visited China from 3 - 7 November 2018 to progress the NSW-China government-to-government relationship, demonstrate NSW's commitment to trade with China, and promote NSW as an attractive investment destination.

While in Shanghai the Minister:

- Visited the China (Shanghai) Free Trade Zone with Australia Post to understand the scope of the facilities and highlight the Zone's potential to facilitate NSW businesses looking to export their products to China.
- Visited an Alibaba Hema Supermarket to experience China's 'new retail' innovations and better understand how NSW exporters should position themselves to be successful in this new retail paradigm. The visit also highlighted the presence of current NSW exporters in Chinese high-tech supermarkets.
- Visited a premium Chinese boutique using Australian wool in their products to celebrate the 50th anniversary of Woolmark working in China and show support for the work Woolmark does to promote Australian wool in the Chinese market.
- Received a briefing from Mr Graeme Meehan, Australian Consul-General and Michael Clifton, Austrade Senior Trade & Investment Commission for China in Shanghai to gain a deeper understanding of the current market conditions faced by NSW exporters and the investment sentiment amongst potential Chinese investors into Australia and NSW.
- Met with executives from Australian Pork Limited to discuss market access issues.
- Met with executives from Jiangsu High Hope International Group to encourage investment in NSW.
- Met with executives from Alibaba Group to encourage investment in NSW.
- Attended the CIIE to meet with and support exhibiting NSW export companies, and promote NSW as an attractive import market. While at the CIIE the Minister also:
 - Witnessed the MOU signing between Freedom Foods Australia and Theland to support and highlight a successful NSW based exporter expanding their market access across China.
 - Represented NSW at the Official Australian CIIE Reception hosted by the Commonwealth Government and attended by other State and Territory representatives and all Australian exhibitors.
 - Represented NSW at the official opening of the Australian Pavilion at the CIIE.
 - Hosted the NSW exporter event/Australian Cherry Launch to support NSW exporters exhibiting at CIIE, raise the profile of NSW amongst the international audience and launch Australian mainland cherries into the Chinese market by airfreight for the first time.

While in Guangzhou the Minister:

- Received a briefing from Mr Jason Robertson, Australian Consul-General in Guangzhou to gain a deeper understanding of the current market conditions NSW exporters face and the investment sentiment amongst potential Chinese investors into Australia and NSW.
- Met with Mr Luo Jun, Deputy Director-General of the Foreign Affairs Office, People's Government of Guangdong Province to progress negotiations on the program for the 40th anniversary of NSW-Guangdong sister-state relationship and 27th Joint Economic Meeting (JEM).

- Officially opened the new NSW Industry, Trade & Investment office in Guangzhou, Guangdong Province, demonstrating NSW's commitment to trade and bilateral engagement with China and the Guangdong region.
- Chaired an investor roundtable with a select group of potential investors from priority sectors to promote opportunities in NSW and launch the 'Regional Investment Prospectus' in Chinese.
- Met with the Chairman of HEC Group to discuss investment in NSW.
- Launched Australian mainland cherries into the Chinese market at an event with targeted importers and buyers.
- Visited a local supermarket selling Australian cherries to highlight the presence of NSW fresh produce available in China.

Vietnam

The Minister visited Vietnam from 7 - 9 November 2018 to progress the NSW-Vietnam government to government relationship, and trade and investment at the highest level. The visit aimed to foster key relationships and capture trade and investment opportunities in particular in the education and training, water and energy sectors.

While in Ho Chi Minh City the Minister:

- Received a briefing from HE Mr Craig Chittick, Australian Ambassador to the Socialist Republic of Vietnam, Ms Karen Lanyon, Australian Consul-General in Ho Chi Minh City and Ms Yvonne Chan, Austrade's Senior Trade Commissioner to Vietnam.
- Hosted a morning tea with a high profile/ prominent alumni of NSW universities to understand how their Australian education impacted their careers and lives, and seek their advice on how to position NSW's education and training capability and the broader business opportunities in Vietnam more prominently by leveraging high profile alumni.
- Attended a briefing with Mr Le Thanh Liem, Vice Chairman of the People's Committee of Ho Chi Minh City to gain a deeper understanding of the political-economic and trade environment, and to explore trade and investment opportunities for NSW.
- Provided opening remarks at the VietWater 'Women in Water' gender equality workshop, highlighting examples of gender equality across NSW Government and positioning NSW as a leader in the Water Technology sector.
- Met with NSW exhibitors at the Australian Pavilion of the VietWater conference to demonstrate support for the NSW water technology sector.
- Met with executives of SkyJuice to demonstrate support of the work the company is doing in China, Vietnam, and Indonesia by providing safe, clean drinking water using patented technology.
- Hosted a networking function for Australian VietWater exhibitors and invited Vietnamese alumni of NSW universities, demonstrating support for exhibitors and the Australian Water Association.

While in Hanoi the Minister:

- Met with Mr Tran Quoc Khan, Vice Minister of Industry and Trade (MOIT), to gain a clearer understanding of recent trends and developments in the Vietnamese Government's trade and investment agenda. This meeting was also a follow up from the Minister's meeting with MOIT Minister Anh during the ASEAN Special Summit in March in Sydney.
- Witnessed the MOU signing between HunterNet and T&T to show government support for NSW companies doing business successfully in Vietnam. In addition, attended the networking lunch that followed to promote NSW exports and demonstrate the NSW Government's commitment to trade with Vietnam.
- Chaired a roundtable with targeted NSW buyers and importers of NSW produce to provide reassurance that despite the recent drought, the State remains a reliable supplier of quality food and beverage products. The roundtable was also an opportunity to understand how NSW food and beverage produce was positioned in the market.
- Met with Dr Le Quoc Doang, Vice Minister of Agriculture and Regional Development (Vietnam) (MARD), to explore opportunities for Vietnam and NSW to collaborate on agricultural research/technology development and agribusiness.
- Visited a local establishment that sells beef jerky manufactured in regional NSW from cattle raised in regional NSW, to showcase a value-added NSW export product in a local Vietnam setting.

KEY MISSION OUTCOMES AND BENEFITS OF TRAVEL FOR NEW SOUTH WALES

- **Further developed government-to-government relationships in China and Vietnam.**
The Minister demonstrated the NSW government's support for CIIE, a major Chinese government initiative to support global trade and discussed opportunities for cooperation with senior government leaders across both markets.
- **Promoted NSW export capabilities across key sectors including agribusiness, water and innovation and highlighted export opportunities in-market.**
The Minister raised the profile of NSW exporters by supporting them at internationally significant trade exhibitions and highlighted the success of NSW brands and products in China and Vietnam to media organisations.
- **Strengthened the relationship with key potential investors and raised the profile of regional NSW to an international audience.**
The Minister met with companies that are considering investment or have already invested in NSW. The Minister also promoted the newly released Regional Investment Prospectus and the Western Sydney Parklands project to potential future investors.
- **Progressed arrangements for bilateral events.**
The Minister advanced discussions on industry streams and dates for the 27th Joint Economic Meeting and 40th anniversary celebrations of the NSW-Guangdong sister state relationship which will take place in Sydney in 2019.
- **Media coverage promoting NSW trade and investment opportunities.**
The Minister promoted NSW trade and investment opportunities through media that reached audiences in Australia, China, and Vietnam.
 - NSW export companies exhibiting at the CIIE received 331 media mentions.

- In Australia, nine online news websites highlighted the success of NSW agribusiness companies and products in China.
 - Coverage of the Minister's visit to China for CIIE also appeared during prime time hours on Channel 7 and Channel 9.
 - In China, seven online news websites reported the launch of air-freighted mainland Australian cherries in China, including mainstream news outlets such as iFeng and Sohu.
 - In Vietnam, ten online news websites had coverage of NSW products.
 - There were also multiple posts across Facebook, Twitter, Youtube and Instagram.
- **Supported commercial outcomes for NSW businesses in Vietnam.**
 - Through his presence in Vietnam the Minister was able to support significant commercial outcomes for NSW including through the MoU signing between Hunter NET and T&T. There were also a number of commercial outcomes for the NSW water technology businesses that were able to leverage Minister Blair's involvement at VietWater. At the time of writing these include:
 - D2K Information arrangement to provide Quang Ninh Province Water Company with monitoring equipment
 - Wastelink providing their phone app for regulation of industrial parks and drinking water systems
 - Hydramet providing their technology in Son La Province Water Company for water quality treatment
 - Halgan in discussion with several Industrial Parks for stormwater and trade waste treatment
 - Infinite Water – are in discussion with several Vietnam utilities and private sector companies for treatment of arsenic
 - SkyJuice providing small scale treatment technologies for rural water treatment in communes across Vietnam
 - ADASA to provide the Asset Management Tool for several Vietnam water utilities
 - ALS Laboratories will be building a new lab in Vietnam during 2019
 - On Friday, 14 December 2018, 12 staff from QUAWACO (A large urban water utility from the North east of Vietnam) will be visiting D2K Information in Sydney to finalise a business deal for D2K to provide and install the Vietnam utility telemetry monitoring equipment

OFFICIAL DELEGATION

The Honourable Niall Mark Blair MLC
NSW Minister for Primary Industries, Minister for Regional Water,
and Minister for Trade and Industry

Accompanied by:

Mr Sean O'Connell
Chief of Staff
Office of The Hon. Niall Blair MLC

Mr Scott Hansen
Director General
NSW Department of Primary Industries

Dr Jim Harrowell AM
NSW Special Envoy to China

Ms Kylie Bell
Executive Director, Industry, Trade and Investment
NSW Department of Industry

Ms Evie Madden
Communications Director
Office of The Hon. Niall Blair MLC

Based in Shanghai

Mr Tony Zhang
NSW Trade and Investment Commissioner, Shanghai

Based in Guangzhou

Mr Murray Davis
NSW Trade and Investment Commissioner, South China and Hong Kong

ESTIMATED COSTS AND DETAILS OF TRAVEL

Minister	The Honourable Niall Mark Blair MLC
Portfolio	Primary Industries, Regional Water, and Trade and Industry
Destination(s) visited a) Countries b) Cities	a) China and Vietnam b) Shanghai, Guangzhou, Ho Chi Minh City, and Hanoi
Dates of travel a) Departure date b) Return date	a) Saturday, 3 November 2018 b) Saturday, 10 November 2018
Number of official travel days	7
Number of accompanying a) Minister's staff b) Government officials c) Special Envoy	a) 2 b) 2 c) 1
Accompanied by spouse a) in an official capacity b) in a private capacity	N/A
Costs	
Airfares a) Minister and Minister's staff b) Government officials	a) \$23,936.43 b) \$22,872.11
Accommodation (includes any meals/incidentals charged to room) a) Minister and Minister's staff b) Government officials	a) \$10,048.70 b) \$9,008.76
Official hospitality a) Minister and Minister's staff b) Government officials	a) Nil b) \$19,666.73
Other expenses a) Official gift presentation b) Ground transport c) Meals and refreshments d) Interpreters e) Vietnam in-country support (Austrade) f) Other miscellaneous costs (including CIIE access passes, photo and videography, visas, business cards)	a) \$882.54 b) \$4,568.42 c) \$1,636.89 d) \$7,818.05 e) \$15,124.99 f) \$17,771.68

office plaque, courier fees and videography)	
TOTAL estimated travel cost a) Minister and Minister's staff b) Government officials	\$133,335.30 a) \$37,069.64 b) \$96,265.66
Currency conversion rate	1 AUD = 5 CNY 1 AUD = 16,732 VND

This report does not include costs for data roaming, official passports, vaccinations, or insurance.