



Stanley Wu



Mr Stanley Wu moved from New Zealand to New South Wales (NSW) in 2006, along with his wife and three sons. Over the past 10 years, Stanley has been able to open and expand his successful food manufacturing business.

NSW Business & Skilled Migration interviewed Stanley about his move, how his family is settling into life here and the abundant business and lifestyle opportunities available in Sydney and NSW.

EXECUTIVE SUMMARY

Since moving to Sydney with his wife and children, Stanley and his family are enjoying the benefits of living in NSW, Australia's most business-friendly state.

Stanley is now running a successful food manufacturing business, which keeps him and his wife very busy.

His sons study at globally top 1% universities and enjoy the lifestyle and employment opportunities available in Sydney and NSW.

Why did you choose NSW?

Business opportunities and networking

"While my family and I were initially going to move to Melbourne, we realised that the business opportunities in Sydney were much greater and that in the long run it would be better for my company and my family. The way of life in Sydney is busy, fast-paced and there are so many potential customers and products; it's an exciting place to do business.

Although similar to living in Auckland, moving to NSW has really broadened my business' potential. The networking opportunities in Sydney are immense and I've been able to develop business relationships with global suppliers very easily. Spending time researching the business environment in Sydney made me realise that this was the best place to base my business.

What's been the best thing about living in Sydney?

Abundant opportunities

The best thing about living in Sydney is definitely the market here. The quality of products is excellent and the strong global focus means it's remarkably easy to source imported goods. I've been able to develop a loyal customer base within the community and that means my successes are theirs too.

Another benefit of living in NSW is that there are so many networking associations in the state. Also having Australia's largest Chinese population has made it a lot easier to transition into the business environment here. My wife has many friends, family members and colleagues here in Sydney and that gave us the confidence to leave New Zealand.

"My kids call Australia home"

What's surprised you?

The quality economy

The quality of business here in NSW has really surprised me; businesspeople here are exceptionally intelligent and hard-working. I've realised that in Sydney, you have to do something you are good at. If your products are inferior to what else is on offer, then this will have a big impact not only on your business, but on other businesses too.

What's been your biggest success?

Succeeding in business

I feel I have succeeded in two aspects. On the one hand, I've managed to do well in the large NSW economy, but I've also contributed something to the community. Our food manufacturing technologies have increased the freshness, quality and availability of noodles, pastries, appetisers and desserts, not just for customers but also our partner restaurants and food service outlets.

Before 2006, there was no large scale production of our products in our community and the technology we have been able to bring to market has really enhanced the food sector in south-west Sydney.

What about NSW Migration?

Efficient, fast and fair

I had a great experience dealing with NSW Business & Skilled Migration. They were very quick to process my nomination and had an efficient, fair and transparent process. Initially I had not decided to migrate to Australia as I had a comfortable life in New Zealand. The NSW government has made me feel very welcome here.

Best thing about living in NSW?

Excellent business and lifestyle opportunities

Living in NSW means that I can provide the best possible educational and business opportunities for my family. One of my sons, who is studying engineering at a top university, says Sydney has a lot to offer both in terms of lifestyle and finding a job. The opportunities really are greater here."

Discover why you should choose Sydney and New South Wales

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