

**AEEMA International provides links to Austrade's global ICT network and kindred international organisations including:**

China Electronic Chamber of Commerce (CECC)

Electronic Industries Alliance (USA)

ICAKorea

National Electrical Manufacturers' Association of the USA (NEMA)

National Information Infrastructure Enterprise Promotion Association of Taiwan (NIIIEA)

Singapore Telecommunications Industry Association (STIA)

South African Electronics Industries Federation (EIF) and the South African Electrotechnical Export Council (SAEEC)

Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

Kindred industry associations of the World Electronics Forum (WEF)

ANZATECH Network (USA)

The Association for the British Electrotechnical Industry (BEAMA)

Chinese Electrical Equipment Industrial Association (CEEIA)

Irish Development Agency (IDA)

Korea Industrial Technology Foundation (KOTEF)

UK Trade & Investment

## ABOUT AEEMA

With its inspired and committed team, AEEMA is the leading industry body that represents infrastructure providers for Australia's information and communications technologies (ICT), electronics and electrical manufacturing industries.

Through its industry forums and working groups, AEEMA represents its members' interests in shaping government policy and in the development of industry codes and regulation: AEEMA nominates no fewer than 254 representatives to 75 Standards Committees.

AEEMA assists new technologies break ground in world markets and creates commercial and technical opportunities for its members through its national and international alliances.

It offers member organisations access to the most up-to-date information and relevant support. And it provides first-class networking opportunities regularly.

**For more information on how AEEMA International may assist your organisation, please call +61 7 3831 0993**

**Email [jhumpheys@aeema.asn.au](mailto:jhumpheys@aeema.asn.au) or visit [www.aeema.asn.au](http://www.aeema.asn.au)**



## AEEMA INTERNATIONAL

**YOUR PASSPORT TO  
GLOBAL SUCCESS**

***Committed to Australia's ICT, electronics  
and electrical manufacturing industries***



### AEEMA INTERNATIONAL

GPO Box 2395, BRISBANE QLD 4001  
Suite 1, 290 Boundary Street, SPRING HILL QLD 4000

Ph: +61 7 3831 0993

Fax: +61 7 3831 1531

Mob: 0404 045 955

[jhumpheys@aeema.asn.au](mailto:jhumpheys@aeema.asn.au)  
[lgibson@globalinnovation.com.au](mailto:lgibson@globalinnovation.com.au)  
<http://www.aeema.asn.au>

### Electronics



### ICT



### Electrical



## ABOUT AEEMA INTERNATIONAL

### Mission

Committed to providing unrivalled support to first-time and existing exporters seeking to internationalise their operations within the global ICT, electronics and electrical manufacturing markets.

AEEMA's and Austrade's extensive international networks provide significant commercial opportunities for members. The AEEMA International office, linked to the AEEMA Industry Cluster – Queensland, offers a comprehensive suite of services, including:

- Austrade's New Exporter Development Program (TradeStart)
- Information on overseas market promotions, exhibitions and trade missions
- Contacts and support for existing exporters
- Links to Austrade's global ICT network and kindred international organisations
- Access to inwards investment opportunities

### Testimonial

*"Our Export Advisor, Janice Humphreys with the TradeStart Program has provided outstanding help, opening the way to Government Grants, encouraging us to participate in Austrade initiatives in Singapore and Hong Kong and also by providing excellent business matching."*

Andre Blom  
CEO, Pragmatech Software Pty Ltd  
AEEMA Excellence Awards 2004 Excellence as a New Exporter



Australian Government

Austrade

## TRADESTART

### WHEN YOU JOIN THE TRADESTART PROGRAM

Jointly we will work to:

#### ASSESS YOUR EXPORT CAPABILITY

- Review your export capability and evaluate export readiness
- Identify target markets
- Provide advice on international business issues

#### PREPARE FOR YOUR SELECTED MARKET

- Advise on international marketing strategies and your marketing plan
- Provide feedback on promotional material
- Inform you of economic conditions and commercial practices in your target markets
- Evaluate the suitability of your product/service for target markets

#### ASSIST IN YOUR SELECTED MARKET

Once the most appropriate market is selected for your service/product, we provide up to 20 hours free services in that market.

In-market services are tailored to your needs. This may include research, identification of a potential partner, representation to local regulatory authorities, or making appointments for a market visit.

## AS A TRADESTART PROGRAM PARTICIPANT

You would be required to:

- Meet various costs of participation, including travel and market research (over and above the free services in the selected market as offered by Austrade)
- Be prepared to commit resources and reasonable management time to the program
- Secure your first export sale within 12-18 months

### ELIGIBILITY

Your business must have:

- A current Australian Business Number (ABN)
- Australia as its main place of business
- Not completed TradeStart, the former Export Access program, or received Austrade's new exporter services, during the last three years (some exceptions apply)
- No recurrent export revenue in the same market over the last three years.



THE FUTURE IS

here

Technology  
Australia



Committed to Australia's ICT,  
electronics and electrical  
manufacturing industries