Minister for Trade and Investment

The Hon Steven Ciobo MP

Australia Week in China

Media release

10 April 2016

Australia's largest ever trade mission – Australia Week in China 2016 (AWIC) – will drive export sales and investment into Australia, creating local jobs and driving economic growth.

More than 1000 businesses, mostly from small and medium enterprises, will make up the record delegation that will promote Australian trade, investment, education, and tourism in our biggest export market.

AWIC 2016 follows the hugely successful 2014 event, which generated around $1 billion in export sales and $3 billion in investment.

We expect AWIC 2016 to generate similar outcomes and be the catalyst for significant export sales, as well as investment into Australia, further driving jobs and growth.

AWIC 2016, which begins tomorrow and runs until Friday, will explore opportunities arising from China's transition to a consumer-driven economy, building on the platform provided by the China-Australia Free Trade Agreement (ChAFTA), which entered into force on December 20 last year.

Under ChAFTA, more than 86 per cent of Australian goods exports can now enter China duty free, rising to 94 per cent in January 2019 and 96 per cent in January 2029. Australian service industries also benefit from enhanced access, and flows of two-way investment are set to increase.

The mission takes place alongside a series of other AWIC activities promoting Australia to Chinese businesses and consumers. Around 150 separate events scheduled across 10 Chinese cities including Beijing, Guangzhou, Hong Kong, Shenzhen, Xiamen, Shenyang, Hangzhou and Shanghai.

Activity is scheduled across eight business streams: agribusiness, financial services, health and aged care, innovation, education, urban sustainability and water management, premium food and beverage and tourism.

This year the program has a strong focus on innovation across all streams, reflecting synergies between Government's National Innovation and Science Agenda and China's greater focus on this field.