



## Exporting

### *Are there opportunities for small business to export?*

**Small businesses in Queensland are in a strong position to capitalise on export opportunities.** Improved technologies have helped open up overseas markets to smaller firms who can be more flexible than large companies, and who can adapt quickly to meet the needs of overseas customers.

While there are a lot of opportunities there are also pitfalls to look out for. If you are thinking of targeting export markets you should be aware that it may take a long time (two to five years) before you start making a profit. There are also likely to be different cultures, market characteristics and purchasing patterns that you should take into account.

### *What to consider before exporting*

Before you start marketing in overseas markets, you should carefully consider the following questions:

#### **Your business – are you ready to export?**

- Is your business, including your staff, able to cope with supplying orders from export customers and at the same time, maintaining supply and good service to your domestic customers?
- Are your business systems and operations streamlined and effective?
- Are additional supplies of raw materials available?
- Does your business have enough money to finance export marketing and operations for a number of years?
- Does your business have or have access to experienced export personnel to undertake the export work?

#### **The product**

- Is your existing product suitable for overseas markets?
- Does your product/service need changes to comply with local regulations and standards, local cultural, religious or climatic conditions, language (including labelling) requirements, packaging or electrical current requirements?

#### **The market**

- What is the potential size of the export market?
- What share of this market are you likely to gain (in \$A or local currency)?
- What are the distribution methods for your product in the market?
- Is your product likely to be accepted in these markets? If so, at what price?
- How strong is the competition? What advantages do your competitors have over you?
- Are there any extra local charges, regulations, quotas or quarantine restrictions?
- Are there any unforeseen costs? Have you calculated these into your export pricing?
- What are the local economic conditions and trading preferences?
- You may have the right business, and the right product for the right market, but without the right approach you could still miss out on the potentially high rewards available in overseas markets.

#### **Steps for getting export ready**

- Research the answers to the above questions and other issues relating to your chosen export market(s)
- Plan your export marketing
- Make initial approaches to contacts in your export market(s) – use this to review and correct your export marketing plan
- Implement your export marketing plan
- Review and correct your export marketing plan

While larger companies can afford to invest money into researching export markets, small business operators often need to do their export research, planning and marketing on a shoestring. Try networking with other exporters, approach multicultural communities and business associations to find out about overseas markets. Also, use available advice and gather data from government agencies and the internet.

## Who can help?

A starting point for small business operators who are interested in export is your local Queensland Government State Development Centre. For confidential and free advice, or referral to the most appropriate source of specialist advice, please phone **13 26 50**.

Your accountant, solicitor and bank manager can also assist. Export consultants, freight forwarders, credit rating agencies, customs brokers and some universities can all be valuable sources of export information.

Sources of advice and assistance include:

### Queensland Government State Development Centres

Phone **13 26 50**

[www.export.qld.gov.au](http://www.export.qld.gov.au)

- Beenleigh
- Brisbane
- Brisbane Northside
- Brisbane Southside
- Bundaberg
- Caboolture
- Cairns
- Gladstone
- Gold Coast
- Hervey Bay
- Ipswich
- Mackay
- Maryborough
- Mount Isa
- Rockhampton
- Roma
- Sunshine Coast
- Toowoomba
- Townsville



### Australian Institute of Export

Phone **1300 361 526**

Internet [www.aiex.com.au](http://www.aiex.com.au)

Offers training courses relating to export management, holds networking events and gives professional recognition to members

### Austrade

Phone **13 28 78**

Internet [www.austrade.gov.au](http://www.austrade.gov.au)

Researching and selecting export markets, market intelligence, setting up appointments and introductions, assistance with product launches, trade shows and seminars, a comprehensive export information service (Austrade online) and a financial assistance program (the Export Market Development Grant)

### Atradius

Phone **13 25 19**

Provides insurance and finance products to help reduce the risk of overseas buyers not paying for goods and can extend credit to give greater bargaining power when negotiating with foreign buyers

### AusIndustry

Phone **13 28 46**

Internet [www.ausindustry.gov.au](http://www.ausindustry.gov.au)

Tariff Export Concession Scheme (TEXCO)

Internet [www.business.gov.au](http://www.business.gov.au)

Comprehensive information on business-related matters and access to AusIndustry's Business Information Service, which provides information on over 800 programs and services offered by Government, industry associations and Chambers of Commerce

### EFIC – Export Finance and Insurance Corporation

Phone **1800 887 588**

Email [info@efic.gov.au](mailto:info@efic.gov.au)

Internet [www.efic.gov.au](http://www.efic.gov.au)

Provides insurance and finance products to help reduce the risk of overseas buyers not paying for goods and can extend credit to give greater bargaining power when negotiating with foreign buyers

*This information is intended as a guide only and you should consult with a professional in any area of concern. The Queensland Government does not accept responsibility in respect to this information or any consequence of relying upon it.*