



Overseas Travel Report – Official Mission to the People’s Republic of China and Hong Kong

The Honourable Jann Stuckey MP
Minister for Tourism, Major Events, Small Business and
the Commonwealth Games

18 July to 26 July 2012



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CHINA MISSION OBJECTIVES

Objective 1: To reinforce growth in China inbound tourism, the China Mission:

- Reinforced Queensland's relationship with greater China, the most important inbound tourism growth market. Key relationships re-enforced include:
 - Government level: Central Government, Guangdong Provincial Government, Shanghai Metropolitan Government; and
 - Tourism trade: tourism wholesalers, airlines and Queensland's travel trade partners in Guangzhou, Shanghai, Beijing and Hong Kong.
- Demonstrated to the Queensland tourism industry the importance of being 'China Focused.'
- Communicated to decision makers in China there is a new government with a much stronger focus on tourism.

Objective 2: To encourage new investment by China into Queensland tourism, the China Mission:

- Signified the Queensland Government welcomes Chinese investment in Queensland product.
- Highlighted the Queensland Government will help Chinese investors to pursue opportunities to invest.
- Encouraged existing investors in Queensland to expand their portfolios to include tourism
- Showcased current investment opportunities through participation of business delegates

Objective 3: To encourage more airline routes from China to Queensland, the China Mission:

- Strengthened existing relationships with three key greater Chinese airlines:
 - China Southern;
 - China Eastern; and
 - Cathay Pacific.
- Highlighted benefits of expansion and development of new routes between China and Queensland. Particularly direct routes to all three Queensland international Airports.
- Underlined the Queensland Government's support for China Eastern Airlines scheduled flights direct between Shanghai and Cairns.

MISSION OVERVIEW

Summary

The China market represents a significant opportunity for Queensland. The objectives of the mission were to reinforce growth in China inbound tourism, encourage new investment by China into Queensland tourism and encourage more airline routes from China to Queensland.

The Minister met with business leaders and government representatives who have an interest in Queensland's tourism industry and promoted Queensland as a prime investment and tourism destination to our number one growth market.

The Minister visited three cities within China: Guangzhou, Shanghai and Beijing and also Hong Kong, a Special Administrative Region of The People's Republic of China.

Guangzhou

While in Guangzhou, the Minister met with China Southern Airlines officials to discuss the addition of direct flights between China and Queensland international airports. Following this, Minister Stuckey attended meetings with tourism officials from Guangdong Province; Mr William Han, chairman of White Horse Group who recently purchased Lindeman Island Resort; and hosted a roundtable discussion with some of Southern China's key tourism wholesalers.

Shanghai

In Shanghai, the Minister met with China Eastern senior executives, followed by the Vice Mayor of Shanghai. Next she was interviewed in relation to Queensland's tourism opportunities by journalists from Chinese travel publications. Following this, Minister Stuckey co-hosted a reception with around 120 attendees at the Queensland Government reception followed by meetings with China Real Estate Information Corporation and Greenland Holding Group.

Beijing

At the breakfast with the Australian Deputy Head of Mission to China, the Minister sought an update on China's political and economic climate and discussed the implications for Queensland. Next, she hosted a roundtable with China Real Estate Chamber of Commerce and co-hosted a senior dialogue and business luncheon with the Treasurer. Following this, the Minister held meetings with the Chairman of the China National Tourism Association and a group of prominent industry leaders to promote Queensland's tourism industry and spearhead opportunities from our fastest growing international market.

Hong Kong

While in Hong Kong, the Minister opened a Queensland Tourism Investment Workshop before meeting with investors Kerry Holdings Ltd and Chang Yuang Group. She also hosted the "*Queensland: Where Australia Shines*" Business Luncheon which provided an opportunity to engage with potential investors and investment allies. Meetings with Cathay Pacific and Qantas were also key features of the Hong Kong leg of the mission.

PROGRAM

Time Zones (Time indicates local international time)

Time differences

Guangzhou 2 hours behind Brisbane
Shanghai 2 hours behind Brisbane
Beijing 2 hours behind Brisbane
Hong Kong 2 hours behind Brisbane

Wednesday 18 July 2012 Brisbane/Guangzhou

6:00am Depart Brisbane via Sydney on Qantas Flight QF501
Arrive 7:35am

9:50am Depart Sydney on China Southern Airlines CZ326
Travel time: 9hr 10m

5:00pm Arrive in Guangzhou

Met on arrival by Ms Grace Pan, International Director, Tourism Queensland (TQ); Mr Tony Wang, Business Development Director, Trade and Investment Queensland (TIQ) Guangzhou Office and Ms Sonia Hu, Business Development Manager, TIQ Shanghai Office

6:15pm– 6:45pm **Meeting with Mr Tan, President, Mr He, Executive Vice President and senior executives of China Southern Airline Co Ltd**

Venue:
VIP Room No 2.
Level 5
China Southern Pearl Hotel

6:45 pm – 8:00pm **Dinner with Mr He, Executive Vice President and senior executives of China Southern Airline Co Ltd**

Venue:
VIP Room No 1.
Level 5
China Southern Pearl Hotel

8:00pm Travel to hotel
Travel time: 40m

8:40pm Hotel check in

Westin Guangzhou
6 Lin He Zhong Road,
Tian He District
Guangzhou, Guangdong 510610
China

Overnight Westin Guangzhou

6 Lin He Zhong Road,
Tian He District
Guangzhou, Guangdong 510610 China

Thursday 19 July 2012 Guangzhou/Shanghai

8:00 – 9:00AM **Breakfast with Delegates**

9:30AM Depart hotel for meetings
Travel time: 30m

10:00 – 11:00AM **Meeting with Ms Wang Zhi Hong, Deputy Director of Tourism
Administrative Bureau Of Guangdong**

Venue:
463 Huangpu
Dadao West,
Tianhe District,
Guangzhou

11:00am Travel to next meeting
Travel time: 30m

11:30 – 1:30pm **Host Roundtable/Lunch with key wholesalers in Southern
China**

Venue:
Hong Mian Chinese Restaurant
Level 4, Westin Guanghou
6 Lin He Zhong Road,
Tian He District
Guangzhou

1:30pm Hotel check out

1:45pm Depart hotel with luggage and travel to next meeting
Travel time: 15m

2:00pm – 3:00pm **Meeting with Mr William Han, Chairman White Horse Group**

Venue:
Level 21, Tower A,
Victory Plaza,
101 Tiyu Xi Road
Guangzhou

3:00pm	Travel to airport Travel time: 1hr
5:30pm	Depart Guangzhou for Shanghai on China Eastern Airlines Flight MU 5308 Travel time: 2hr 30m
8:00pm	Arrive Shanghai (Hongqiao Airport) Met on arrival by Ms April Sheng, Marketing Manager China, TQ
8:30pm	Transfer to hotel Travel time: 1hr
9:30pm	Hotel check in Hyatt on the Bund 199 Huang Pu Road, Shanghai, PRC 200080
Overnight	Hyatt on the Bund 199 Huang Pu Road, Shanghai, PRC 200080

Friday 20 July 2012

Shanghai

8 :00am	Depart hotel for meetings Travel time: 45m
9:00am – 10:00am	Meeting with Mr Dong Bo, Chief Marketing Officer, China Eastern Airlines Co Ltd Venue: No. 305, Lane 248, Huqingping Road Shanghai
10:00am	Travel to next meeting Travel time: 45m
11:00am –11:30am	Meeting with His Excellency Yang Xiong, Executive Vice Mayor of Shanghai Venue: Hengshan Hotel 534 Hengshan Road Shanghai
11:30am	Travel to hotel Travel time: 20m
12:00pm – 12:30pm	Joint Press Release with China Eastern Airlines Venue: Room 205, Level 2 Hyatt on the Bund Shanghai

12:30pm – 2:00pm	Queensland Government Reception
(Formal proceedings commence at 12:30pm)	Venue: Grand Ballroom II, Lobby Hyatt on the Bund Shanghai
1:45pm - 2:15pm	Return to hotel room. Brisbane/Office Liaison Time
2:20pm	Travel to next meeting Travel time: 40m
3:00pm – 4:30pm	Meeting with China Real Estate Information Corporation
	Venue: Wenwu Building, 383 Guangyan Road Shanghai
4:30pm	Travel to next meeting Travel time: 30m
5:00pm – 6:00pm	Meeting with Greenland Group
	Venue: No 700, Dapu Road Shanghai
6:00pm -7:00pm	Dinner with Greenland Group
	Venue: No 700, Dapu Road Shanghai
7:00pm	Return to hotel Travel time: 30m
Overnight	Hyatt on the Bund 199 Huang Pu Road, Shanghai

Saturday 21 July 2012 Shanghai/Beijing

Overnight Flights from Shanghai to Beijing cancelled due to typhoon
Marriott Hotel
Shanghai

Sunday 22 July 2012 Beijing

7:00am Hotel check-out
7:15am Depart hotel and travel to railway station
7:40am Arrive Shanghai Hongqiao Railway Station
8:00am Depart for Beijing via Train G12
Travel time: 3hr 20m
12:55pm Arrive Beijing
1:00pm Travel to hotel
Travel time: 1hr
2:00pm
Overnight Hotel Check-in
Grand Hyatt Beijing
1 East Chang An Avenue, Beijing 100738

Monday 23 July 2012 Beijing

7:15am -8:15am **Breakfast with Mr Graeme Meehan, Australian Deputy Head of Mission to China**

Venue: VIP Lounge, Level 17, Grand Hyatt Beijing
8:35am Travel to next meeting
Travel time: 40m
9:15am-11:30am **Roundtable with China Real Estate Chamber of Commerce**

Venue:
Zhongkun Building,
No 59,
Gaolianggiao Xie Street,
Haidian District,
Beijing
11:30am Travel to next meeting
Travel time: 40m
12:30pm - 2:00pm **Queensland – China Investors Lunch and Joint Senior Dialogue with Chinese investors**

Venue:
Grand Salon III, IV, V
Level LG,
Grand Hyatt Beijing
Beijing

4:15pm - 4:45pm	Meeting with Australian Embassy Representatives including Austrade and Australian Visa Office update
	Venue: Drawing Room II, Level LG, Grand Hyatt Beijing Beijing
4:45pm -5:45pm	Tourism Roundtable with Northern China travel partners
	Venue: Drawing Room II, Level LG Grand Hyatt Beijing Beijing
5:50pm - 8:00pm	Queensland Government Reception
	Venue: Grand Salon, LG Level Grand Hyatt Beijing Beijing
Overnight	Grand Hyatt Beijing 1 East Chang An Avenue, Beijing
Tuesday 24 July 2012	Beijing/Hong Kong
8:30am	Hotel check out
8:45am	Depart for meeting Travel time: 30m
9:30am -10:30am	Meeting with Zhu Shanzhong, Vice Chairman of China National Tourism Administration
	Venue: No JIA9, Jian Guo Men Nei Street, Beijing 100740
10:40am	Travel to airport Travel time: 40m
7:45pm	Flight delay due to Typhoon Depart Beijing for Hong Kong on Dragonair Flight KA909 Travel time: 3hr 25m
11:10pm	Arrive Hong Kong
2:30am	Met on arrival by Ms Angela To, Commissioner for Queensland Trade and Investment Office Hong Kong; Ms Aster Lai, Marketing Manager Hong Kong and Southern China, TQ and

Ms Mandy Shing, Business Development Manager, TIQ Hong Kong

2:45am Transfer to hotel
Travel time: 50m

3:00am Hotel check in

Conrad Hotel Hong Kong
Pacific Place,
88 Queensway
Hong Kong

Overnight Conrad Hotel Hong Kong
Pacific Place,
88 Queensway
Hong Kong

Wednesday 25 July 2012 Hong Kong/Brisbane

9:30am Depart hotel for meeting
Travel time: 5m

9:45am - 10:00am **Queensland Tourism Investment Seminar**
(Session commences at 9:30am, Minister to arrive at 9:45am and open session (15mins) then depart)

Venue:
Chatham Room,
Level 7 Conrad Hotel Hong Kong
Pacific Place,
88 Queensway
Hong Kong

10:00am Walk to next meeting (Island Shangri-La Hotel next to Conrad Hotel in Pacific Place)
Travel time: 10m

10:15am – 10:45am **Meeting with Mr Kuok Khoon Ean, Director of Kerry Holdings Limited and Chairman of Shangri-La Asia Ltd., Mr Madhu Rao, Executive Director and Chief Financial Officer, Shangri-La Hotels & Resorts and Mr Michael Cottan, Executive Vice President of Shangri-La Hotels & Resorts**

Venue:
Board Room, Level 7,
Island Shangri-La Hotel.
Pacific Place, Supreme Court Road,
Central,
Hong Kong

11:10am – 11:40am **Meeting with Mr Freddy Li, Regional General Manager, Greater China and Korea, Qantas**

Venue:
Level 7 Conrad Hotel Hong Kong
Pacific Place,
88 Queensway
Hong Kong

11:45am -12:00pm **Meeting with Dr Wu Pun Yan (Benny Wu), Chairman of Chang Yang Group and Executive Chairman of Rocklands Richfield**

Venue:
Level 7 Conrad Hotel Hong Kong
Pacific Place,
88 Queensway
Hong Kong

12:15pm -2:15pm **“Queensland: Where Australia Shines” Business Luncheon**

Venue:
Chatham Room, Level 7
Conrad Hotel Hong Kong
Pacific Place,
88 Queensway
Hong Kong

3:15pm Hotel check out

3:30pm Travel to next meeting
Travel time: 1 hr

4:30pm -5:30pm **Meeting with Mr Ivan Chu, Chief Operations Officer, Cathay Pacific Airlines**

Venue:
Cathay Pacific Airways Limited
9/F Central Tower,
Cathay Pacific City
8 Scenic Road,
Hong Kong International Airport

5:30pm Depart for Airport
Travel time: 15m

8:55pm Depart Hong Kong on Qantas Airlines Flight QF98
Travel time: 8hr 40m

Thursday 26 July 2012 Brisbane

7:35am Arrive Brisbane

- End of Ministerial Mission Program -

OFFICIAL DELEGATION MEMBERS

The Honourable Jann Stuckey MP	Minister for Tourism, Major Events, Small Business and the Commonwealth Games
Dr Richard Eden, Director-General	Department of Tourism, Major Events, Small Business and the Commonwealth Games
Mr Peter Turnbull	Senior Policy Adviser, Office of the Hon Jann Stuckey MP, Minister for Tourism, Major Events, Small Business and the Commonwealth Games

QUEENSLAND GOVERNMENT REPRESENTATIVES IN-MARKET

Mr Zijian Zhang	Trade and Investment Commissioner China
Ms Angela To	Trade and Investment Commissioner Hong Kong
Ms Grace Pan	International Director China, Hong Kong and Taiwan, Tourism Queensland
Mr Tony Wang	Business Development Director, Trade and Investment Queensland Guangzhou Office
Ms Sonia Hu	Business Development Manager, Trade and Investment Queensland Shanghai Office
Ms Mandy Shing	Business Development Manager, Trade and Investment Queensland Hong Kong Office
Ms April Sheng	Marketing Manager China, Tourism Queensland
Ms Aster Lai	Marketing Manager Hong Kong and Southern China, Tourism Queensland

CORPORATE DELEGATION MEMBERS AND TOURISM DEVELOPMENT OPPORTUNITIES

Corporate Delegate Information

Mr James Neville-Smith
Owner/Developer

Mr Scott Munro
Managing Director

Ms Anita Milroy
Chief Executive Officer

Ms Wendy Bradley
Developer

Mr Ian Crooks
Managing Director
and
Ms Trudy Crooks
Sales Manager

Mr Bernie Schulz
Strategic Advisor – International Markets

Mr Marcus Ng
Managing Director

Mr Bruce Humphrys
Managing Director
and
Mr Stephen Bredhauer
Consultant
and
Ms Helen Liang
Solicitor and Chinese Business Co-ordinator

Tourism Development Opportunity

Castaways Resort and Spa

Keswick Developments

Outback Gondwana Foundation

Ozone Eco-Resort and Fauna Park

Resort Brokers

Accor Asia Pacific

Yanjian Group (Australia) Pty Ltd

Hopgood Ganim Lawyers

QUEENSLAND TOURISM OVERVIEW

Employment and Gross State Product (GSP)

- Tourism directly accounts for 125,000 jobs and indirectly accounts for 96,000 jobs, or 9.7% of jobs in the state. This is substantially more than the mining sector (43,200 direct jobs) or even agriculture, forestry and fishing (89,500 direct jobs).
- For the year ending 30 June 2010, tourism directly and indirectly contributed \$17.68 billion or 7.1% of total Queensland GSP.
- Tourism directly contributes \$8.4 billion to the Queensland economy, accounting for 3.4% of Queensland's GSP and indirectly contributes an additional \$9.2 billion to the Queensland economy.

(Source: Tourism Research Australia - State Tourism Satellite Accounts 2009-10)

Tourism businesses in Queensland

- Queensland has 115,500 tourism related businesses, representing 28.5% of all registered businesses in the state. No other sector of the economy has a higher proportion of small businesses, with 9 in 10 tourism businesses employing less than 20 persons.

(Source: Tourism Research Australia, Australian Bureau of Statistics)

Domestic Visitors

For the year ending March 2012:

- Domestic visitors to Queensland increased by 10% to 18.1 million, while total nights increased 11% to 75.7 million;
- Holiday visitation increased by 3% to 7.4 million and nights remained stable at 34.7 million. Whilst the visiting friends or relatives market increased 24% to 6.4 million and business visitation increased 8% to 3.5 million;
- Domestic expenditure in Queensland increased by 18% to \$13.4 billion; and
- Regional Queensland continues to be Queensland's largest domestic source market, with an increase of 23% to 8.3 million visitors. Visitation to regional Queensland from Melbourne increased 7% to 1.2 million visitors and visitation from Brisbane increased 5% to 4.4 million.

(Source: National Visitor Survey, Tourism Research Australia - to March 2012)

International Visitors

For the year ending March 2012:

- International visitors to Queensland declined by 3% to 1.9 million, while total nights increased by 2% to 40.9 million;
- International expenditure in Queensland increased by 3% to \$3.8 billion;
- New Zealand continues to be Queensland's largest source market, with an increase of 2%, to 414,000 visitors coming to Queensland. Growth in visitation from China continued to strengthen, with visitation up 16% to 226,000 and expenditure up 9% to \$403 million; and
- Visitation from the UK declined 9%. Reduced visitation was also recorded in the other European markets (the exception was France - up 3%). These declines were primarily driven by a decline in the youth market (under 30 years).

(Source: International Visitor Survey, Tourism Research Australia - to March 2012)

Strategic Overview - Challenges/Opportunities

- Investment/product development: the Department of Tourism, Major Events, Small Business and the Commonwealth Games (DTESB) and Tourism Queensland (TQ) are working on reducing impediments to investment and product development in the tourism industry. This focus includes: implementing the \$8 million Attracting Aviation Investment Fund; development and progression of regional Tourism Opportunity Plans to encourage new investment; establishment of the Tourism Investment Attraction Unit in DTESB; and renewed focus on nature-based tourism opportunities and eco-tourism.
- Capability/competitiveness - Ensuring Queensland's tourism operators are supported and encouraged to increase their capability and competitiveness will assist in restoring the Queensland tourism industry to number one in Australia. DTESB and TQ work directly with the industry to deliver industry and product development activities including: workshops focusing on assisting operator readiness to welcome key growing markets such as the international markets of China and the cruise market; mentoring programs focused on increasing digital and international readiness and benchmarking; and facilitating the uptake of the T-QUAL accreditation program.
- International Economic Conditions - the current global economic climate continues to weigh on consumer confidence as these issues impact across the world economy. The Tourism Forecasting Committee expects arrivals from Europe, United Kingdom and North America to decline in the next two years, which will impact on tourism in Queensland. The Australian economy is in a far better shape compared to many of the developed countries. Domestically, the number of Australians holidaying overseas continues to increase, dampening growth in domestic tourism.
- Marketing – TQ works in partnership with Regional Tourism Organisations and tourism businesses to deliver targeted marketing activities under the Queensland “Where Australia Shines” brand.
- Skills/labour – the availability of a suitable labour force remains a priority for the state's tourism industry. There is ongoing competition for labour from other sectors like mining, resources and health services. The Commonwealth Government recently announced its decision to expand the Seasonal Workers Program to include a small scale trial for tourism accommodation providers in Queensland.
- China Market - Visitation from China continues to show strong growth and capitalising on this growth remains a focus for the tourism industry through: airline route development to increase capacity from China; investment attraction and facilitation; and the development of quality tourism experiences for the Chinese visitor.
- *DestinationQ* forum - the government's *DestinationQ* forum was held on 25 and 26 June 2012 and represented a whole-of-government and industry partnership approach to building tourism in the state. Key government officials agreed on a 12 month action plan to target red tape reduction, attract and retain skilled workers, and improve access to national parks.

(Source: Tourism Queensland, June 2012)

TOURISM TO QUEENSLAND – CHINA AND HONG KONG

- For the year ending March 2012, total overseas visitors to Queensland from China increased by 16% to 226,000, while nights increased 14% to reach 3.6 million over the same period. Expenditure by Chinese visitors for this period increased 9% to \$403 million.
- For the year ending March 2012, total overseas visitors to Queensland from Hong Kong increased 2% to 41,000, while nights decreased 20% to 805,000 over the same period. Expenditure by Hong Kong visitors for this period decreased 9% to \$96 million.
- China is Queensland's second largest international source market (behind New Zealand) for visitation; and Queensland's fourth largest market in terms of international nights.

*(Source: International Visitor Survey, year ended March 2012).

- China is Australia's fastest growing inbound tourism market. In 2010 it became Australia's highest yielding market ahead of the United Kingdom, New Zealand and the United States. The China inbound market is currently worth \$2.7 billion per year, or around 15% of total tourism exports.
- TQ has offices located in Shanghai and Hong Kong.
- TQ works in partnership with selected airline partners to encourage direct air services to Queensland and increase airline capacity into Queensland.
- For the northern summer period, airline capacity between Queensland and North Asia (including China, Hong Kong, Taiwan and South Korea) is 9,669 seats per week. This includes 1,184 seats per week through China Southern's direct service four times a week Beijing – Guangzhou – Brisbane; and 5,940 seats per week between Hong Kong and Cairns operated by Cathay Pacific and Qantas Airlines.

(Source: Tourism Queensland, June 2012)

MEETING WITH MR TAN AND DINNER WITH MR HE AND SENIOR EXECUTIVES OF CHINA SOUTHERN AIRLINE CO LTD

Date: Wednesday 18 July 2012 **Venue:** Meeting: VIP Room No. 2, 5th floor,
China Southern Pearl Hotel
Time: Meeting: 6:15 pm – 6:45pm Dinner: VIP Room No.1, 5th floor,
China Southern Pearl Hotel
Dinner: 6:45pm – 8:00pm

ATTENDEES

Mr Tan Wan'geng President and Chief Executive Officer, China Southern Airlines
Mr He Zongkai Executive Vice President, China Southern Airlines

MATTERS DISCUSSED

- The private dinner provided an opportunity for the Minister to meet with Senior Executives of China Southern Airlines to discuss the possibility of further aviation route capacity between China and Queensland.
- The Minister thanked China Southern for their ongoing support of Queensland and indicated the new government's commitment to continue the strong relationship in the future.
- The Minister informed attendees about the government's \$8 million Attracting Aviation Investment Fund, and how this fund could facilitate future airline route development by China Southern Airlines.
- China Southern indicated the possibility of increasing the frequency of flights to Brisbane to daily flights, including expanding services of three flights a week on the Guangzhou – Brisbane – Cairns – Guangzhou route. .

- Ms Wang noted the Guangdong province is transitioning from a manufacturing base to a tourism base, creating opportunities for architectural firms from Queensland as well as training to the tourism practitioners and management staff.



Meeting with Ms Wang



Meeting with Southern China Wholesalers

JOINT MEETING WITH MR DONG BO, CHIEF MARKETING OFFICER OF CHINA EASTERN AIRLINES AND THE HONOURABLE TIM NICHOLLS MP, TREASURER AND MINISTER FOR TRADE

Date: Friday 20 July 2012

Venue: China Eastern Airlines

Time: 9:00am – 10:00am

305 Lane 248,
Huqingping Road
Shanghai

ATTENDEES

Mr Dong Bo

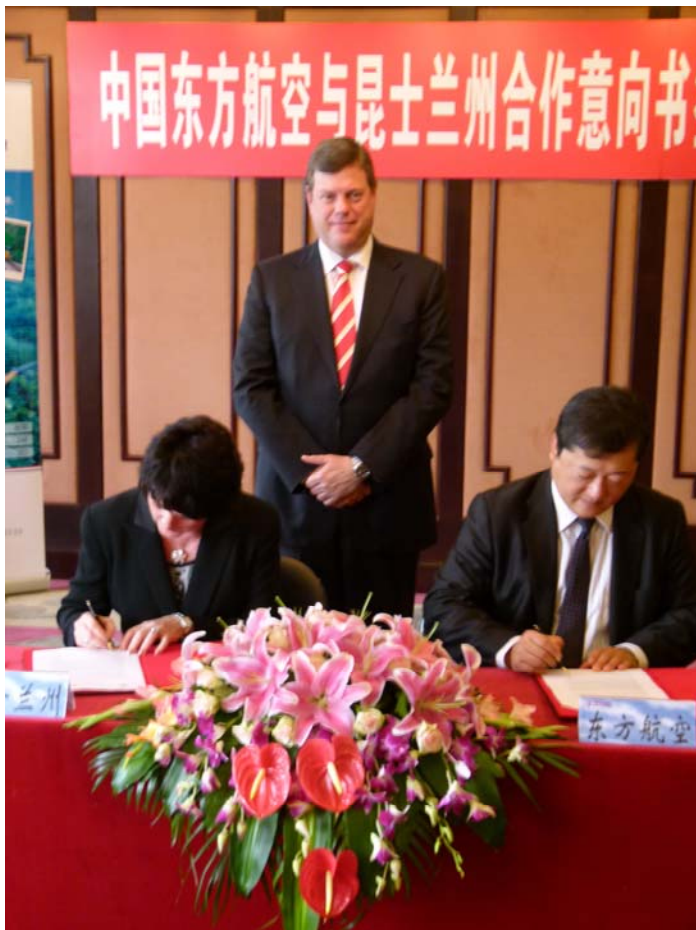
Chief Marketing Officer of China Eastern Airlines

Mr Tim Nicholls MP

Treasurer and Minister for Trade

MATTERS DISCUSSED

- The meeting provided an opportunity to discuss future route capacity between China and Queensland. China Eastern has indicated their formal interest in establishing a three flight per week service between Shanghai and Cairns from 30 October 2012.
- The Minister thanked China Eastern for their proposal to establish the scheduled operation of three flights per week between Shanghai and Cairns from November 2012, and indicated the government's intention to work in partnership with the airline to market China Eastern's scheduled services to Cairns.
- During meeting proceedings, the Minister signed a cooperative Letter of Intent with China Eastern Airlines on behalf of the Queensland Government.



China Eastern letter of Intent signing

JOINT MEETING WITH HIS EXCELLENCY YANG XIONG EXECUTIVE VICE MAYOR OF SHANGHAI AND THE HONOURABLE TIM NICHOLLS MP

Date: Friday 20 July 2012
Time: 11:00am – 11:30am

Venue: Hengshan Hotel
534 Hengshan Road
Shanghai

ATTENDEES

He Yang Xiong
(*young, shown*)

Executive Vice Mayor of Shanghai

The Honourable Jann Stuckey MP

Minister for Tourism, Major Events, Small Business and the Commonwealth Games

MATTERS DISCUSSED

- The meeting, led by Honourable Tim Nicholls MP, Queensland Treasurer and Minister for Trade, provided an opportunity to convey the importance of the relationship between Queensland and Shanghai, and the mutual benefits afforded in trade and investment, and in areas such as tourism and energy.
- The Treasurer invited His Excellency Yang Xiong, Executive Vice Mayor of Shanghai to visit Queensland in 2013 for a joint signing of the 10th iteration of the Memorandum of Agreed Collaboration.
- The Treasurer advised a Trade and Investment Queensland (TIQ) officer has recently returned from Shanghai following participation in the exchange program from April to June 2012. The Treasurer thanked the outstanding efforts of the Asian and Oceanic Division of the Foreign Affairs Office in providing the Queensland officer with such a valuable and worthwhile exchange experience.
- The Treasurer extended a warm invitation for the Foreign Affairs Office to send one of its staff to Queensland next year under the reciprocal nature of the program.
- The Treasurer thanked Mr Yang for the Shanghai Municipal Government's demonstrated commitment to furthering the economic and cultural ties between Shanghai and Queensland.
- The Minister spoke about Aviation and Tourism, and mentioned the new China Eastern direct flights between Shanghai and Cairns.
- The Mayor acknowledged tourism is good for international cooperation and will help to grow relationships between China and Queensland.

JOINT PRESS CONFERENCE WITH MR DONG BO, CHIEF MARKETING OFFICER OF CHINA EASTERN AIRLINES

Date: Friday 20 July 2012

Venue: Room 205, 2nd floor Hyatt on the
Bund

Time: 12:00pm - 12:30pm

ATTENDEES

Mr Dong Bo

Chief Marketing Officer of China Eastern
Airlines

Hon. Tim Nicholls MP

Queensland Treasurer and Minister for Trade

Hon. Jann Stuckey MP

Queensland Minister for Tourism, Major Events,
Small Business and the Commonwealth Games

Representatives from 32 Chinese media firms attended the conference, including Phoenix TV and CCTV-2 (the Chinese Central Government official TV channel)

MATTERS DISCUSSED

- The Minister hosted a joint media conference with China Eastern Airlines to announce the commencement of the new three-time weekly direct flights between Shanghai and Cairns.
- The Minister and the Honourable Tim Nicholls MP, Queensland Treasurer and Minister for Trade announced with China Eastern the commencement flights between Shanghai and Cairns, commencing late October 2012. This is a non-stop scheduled service which will bring more than 41,000 additional Chinese visitors into Cairns per year (or 700 per week) and add up to \$35 million into the Cairns regional economy each year.
- The Minister conveyed the government's commitment to ensure the ongoing success of this route, and emphasised the special bond shared between China and Queensland which has been cemented over the decades through Queensland and Shanghai municipality's sister-state relationship.
- The Minister highlighted the government's whole-of-government and industry partnership approach to tourism through the establishment of '*DestinationQ*'.

QUEENSLAND GOVERNMENT RECEPTION CO-HOSTED WITH THE HONOURABLE TIM NICHOLLS MP

Date: Friday 20 July 2012

Venue: Grand Ballroom II, Lobby,
Hyatt on the Bund, Shanghai

Time: 12:30pm – 2:00pm

ATTENDEES

The Honourable Jann Stuckey MP Minister for Tourism, Major Events, Small Business and the Commonwealth Games

There were over 100 attendees present at the reception.

MATTERS DISCUSSED

- The reception provided an opportunity to confirm the government's commitment to broadening Queensland's relationship with China.
- During the reception, the Minister and the Honourable Tim Nicholls MP, Queensland Treasurer and Minister for Trade unveiled a plaque for Sedgman's new office in Shanghai, officially opening the office. This was an example of a successful Queensland company that has achieved success in the China market.
- The Treasurer advised the new government's focus on reducing red tape to create an environment more conducive to investment, especially with regard to the development of new projects and infrastructure.
- The Treasurer also reaffirmed Queensland's relationship with Shanghai, which is underpinned by a strong and longstanding Sister State relationship and the increasing presence of Queensland companies, including Sedgman.
- The Minister announced China Eastern Airlines would fly direct from Shanghai to Cairns three times a week from 30 October 2012, injecting an estimated \$35 million a year into the local Queensland economy.
- The Treasurer concluded the reception by encouraging guests to visit Queensland and enlist the assistance of the TIQ Shanghai office.

ROUNDTABLE WITH CHINA REAL ESTATE INFORMATION CORPORATION

Date: Friday 20 July 2012

Venue: Wenwu Building,
383 Guangyan Road
Shanghai

Time: 3:00pm – 4:10pm

ATTENDEES

Mr Martin Ding

President, China Real Estate Information Corporation

Ms Hillary Hu

General Manager, China Real Estate Information Corporation

Corporate delegates

MATTERS DISCUSSED

- The roundtable event provided an opportunity to promote Queensland as an ideal investment destination and present a number of tourism investment projects to China Real Estate Information Corporation (CRIC), a leading provider of real estate information and consulting services with a property database of more than 38,000 developments.
- The Minister highlighted the government's identification of tourism as one of the four pillars of the economy and promoted Queensland as an attractive tourism investment destination, which is open to and welcomes investment from China.
- The Minister welcomed CRIC to conduct a mission to Queensland in late August 2012. The Minister then invited corporate delegates to pitch their investment proposals to CRIC.
- Mr Martin Ding provided a background on CRIC and the company's intention to facilitate overseas property promotion. He then introduced the background of its mission members and their concerns on investment in Queensland.
- CRIC intends to conduct an investment mission to Queensland from 23 August 2012 to 2 September 2012. The purpose of the mission will be to gain knowledge on Queensland's investment environment and seek information on suitable projects.



Meeting with CRIC

BREAKFAST WITH MR GRAEME MEEHAN, AUSTRALIAN DEPUTY HEAD OF MISSION TO CHINA

Date: Monday 23 July 2012 **Venue:** Level 17, VIP Lounge
Time: 7:15am – 8:15am Grand Hyatt Hotel
Beijing

ATTENDEES

Mr Graeme Meehan Australian Deputy Head of Mission (DHOM) to China

The Honourable Jann Stuckey MP Minister for Tourism, Major Events, Small Business and the Commonwealth Games

MATTERS DISCUSSED

- The meeting provided an opportunity to reinforce the importance of the Queensland Government's relationship with Australian Government representation in China, and confirm our commitment towards developing key strategic relationships in this market.
- The Minister sought an update on China's current political and economic challenges, and recommendations from the DHOM regarding strategies to strengthen and broaden Queensland's economic linkages with China.
- The Minister sought DHOM's view on how the imminent change in China's leadership at the end of this year might impact Queensland's political, economic and government relationships.
- The Minister briefed DHOM on the key objectives of the mission which were to:
 - strengthen existing trade relationships;
 - target new opportunities in key sectors including energy, tourism and biotechnology; and
 - inform investors of the new government in Queensland and the government's openness for further investment in the state.

ROUNDTABLE WITH CHINA REAL ESTATE CHAMBER OF COMMERCE

Date: Monday 23 July 2012

Venue: Zhongkun Building
59 Gaolianggiao Xie Street
Haidian District, Beijing

Time: 9:15am - 11:30am

ATTENDEES

Professor Nie Meisheng	President of China Real Estate Chamber of Commerce (CRECC)
Mr Li Zhe,	Chair of the Board, Roverside Investment Group
Mr Li Xing,	Assistant to General Manager, Franshion Properties
Ms Lin Shan,	Zhongkun Group
Mr Zhu Yu,	Manager of Strategy Development Department, China Jin Mao Grop Co Ltd.
Mr Zhang Xuezhou,	Director, China Elite Real Estate Academy
Mr Zhong Bin,	Secretary- General, China Real Estate Chamber of Commerce

Corporate delegates

There were over 15 attendees present at the roundtable.

MATTERS DISCUSSED

- The roundtable discussion provided an opportunity to promote Queensland as an ideal investment destination and present a number of tourism investment projects to CRECC members who are seeking offshore investment opportunities.
- The Minister highlighted the government's identification of tourism as one of the four pillars of the economy and promoted Queensland as an attractive tourism investment destination. Following this, the Minister emphasised Queensland's openness to investment from China, and acknowledged the current positive investment relationship between the two regions and the government's desire to build on this.
- The Minister invited corporate delegates to present an overview of their proposed investment projects.
- The Minister sought an overview of the offshore investment interests of CRECC members. Professor Nie Meisheng briefed participants on CRECC's role and background in China, and expressed their interest to visit Australia in near future.
- The Minister invited Professor Nie Meisheng and CRECC's member companies to visit Queensland to investigate investment opportunities across the state.



Meeting with CRECC

QUEENSLAND-CHINA INVESTORS' LUNCH WITH THE HONOURABLE TIM NICHOLLS MP

Date: Monday 23 July 2012 **Venue:** Grand Salon III, IV, V, Level LG,
Time: 12:30pm – 2:00pm Grand Hyatt Beijing, 1 East Chang An Avenue, Beijing

ATTENDEES

The Honourable Jann Stuckey MP Minister for Tourism, Major Events, Small Business and the Commonwealth Games

There were over 70 attendees present at the lunch.

MATTERS DISCUSSED

- The lunch provided an opportunity to promote Queensland as an ideal investment destination, and reassure investors of the new government's commitment to cutting red tape and attracting more investment into Queensland.
- The Minister and the Honourable Tim Nicholls MP, Queensland Treasurer and Minister for Trade, each provided a 10 minute speech. During the Minister's speech, she highlighted the new government's identification of tourism as one of the four pillars of the economy and focus on reducing red tape to create an environment conducive to investment, especially with regard to the development of new projects and infrastructure.
- The Minister also promoted Queensland as an ideal investment destination based on its economic environment, workforce, diversity of geographic regions and industries, competitive business costs, infrastructure development and commitment to providing businesses.
- Furthermore, the Minister acknowledged the significant investment relationship between Queensland and China and expressed the government's desire to build on this and enhance mutually beneficial outcomes for both parties, especially as it is the 40th anniversary of diplomatic relations between Australia and China.
- The Treasurer noted the establishment of a standalone "Queensland Projects" unit under the newly elected Queensland Government which will drive cooperative funding models, including public private partnerships, to maximise private investment in Queensland's infrastructure. Queensland Projects will be tasked with providing efficient services in the planning process and to promptly facilitate approvals for big resource projects at state level.
- The Treasurer announced the opening of the newly established TIQ representative office located in Beijing and advertised the services of the branch to help facilitate these investment enquiries.
- The Minister and Treasurer invited all attendees to visit Queensland to see investment opportunities first hand, and enlist the assistance and services of Trade and Investment Queensland overseas offices in China: Beijing; Shanghai; Guangzhou; and Hong Kong.

QUEENSLAND ROUNDTABLE WITH AUSTRALIAN EMBASSY REPRESENTATIVES

Date: Monday 23 July 2012 **Venue:** Drawing Room II, Level LG
Time: 4:15pm - 4:45pm Grand Hyatt Beijing
1 East Chang An Avenue, Beijing

ATTENDEES

Ms Margaret Carseldine First Secretary, Australian Department of Immigration and Citizenship

Mr Raymond Wang Senior Research and Program Officer
Department of Resources, Energy and Tourism

Mr Alan Morrell Senior Trade Commissioner, Austrade

MATTERS DISCUSSED

- The meeting provided an opportunity for the Minister to meet with representatives from the Australian Embassy including Austrade, the Australian Visa Office and the Australian Department of Resources, Energy and Tourism to receive a briefing on the China market and to discuss the progress of the trial of streamlined visa applications for China visitors.
- During the meeting, the Minister highlighted the objectives of the China mission which were to reinforce growth in China inbound tourism, encourage new investment by China into Queensland tourism and encourage more airline routes from China to Queensland.
- The Minister was briefed on the current visa situation in relation to the Approved Destination Status (ADS) visa versus the non-ADS visa, the current bilateral trade situation between Australia and China, and the difficulties/impediments to investing outside China.
- The Minister extended her support for the expansion of the streamlined visa process with the ultimate aim of introducing the e-visa system into China.

TOURISM ROUNDTABLE WITH NORTHERN CHINA TRAVEL PARTNERS

Date: Monday 23 July 2012

Venue: Grand Hyatt Beijing
1 East Chang An Avenue,
Beijing 100738

Time: 4:45pm – 5:45pm

ATTENDEES

Dr Richard Eden

Director-General, Department of Tourism, Major Events, Small Business and the Commonwealth Games.

There were over 20 Chinese companies represented at the roundtable event.

MATTERS DISCUSSED

- The meeting provided an opportunity for the Director-General to host a roundtable discussion with key travel partners from Northern China to discuss the direction of the China market and the new government's commitment to increase Chinese visitation to Queensland.
- The Director-General discussed the government's renewed focus on revitalising the tourism industry in Queensland and the importance visitation from China plays towards achieving this goal.
- The Director-General highlighted Tourism Queensland's progress towards developing and delivering quality experiences which meet the expectations of Chinese travellers. This focus includes partnering with wholesalers to introduce special interest tours such as golfing tours, self driving tours and honeymoon tours.
- The Director-General asked the wholesalers to identify some key challenges and opportunities they face. Below are notes on the items raised:
 - Difficulties with promoting Chinese New Year travel to Queensland given high room rates and the requirement to pay agencies in full at time of booking;
 - Intense competition from other travel destinations such as the United States and Europe, making it increasingly difficult to attract tourists to Queensland;
 - Trend towards the foreign independent tour (FIT), semi-FIT and high-end tour markets which will require more product information for travel agents;
 - Requirement for more accommodation and Chinese speaking guides with the increase in airline routes between China and Queensland;
 - Shopping-subsidised tours are detrimental for the promotion of quality itineraries;
 - Develop an awareness of Queensland's unique features and the Cairns region, following the opening of an additional airline route;
 - Rebrand Queensland as a high-end tourism destination in terms of both image and product in order to attract more high-end travellers;
 - The Queensland Government needs to put increased efforts towards media promotions, in particular through television advertising, one of the major forms of media for Chinese people to gain information; and

- Streamline the visa application process for tour leaders who currently are required to hold two separate visas for both Approved Destination Status (ADS) and non-ADS travellers.

QUEENSLAND GOVERNMENT RECEPTION

Date: Monday 23 July 2012

Time: 5:50pm – 8:00pm

Venue: Grand Hyatt Beijing,
1 East Chang'An Avenue,
Beijing

ATTENDEES

Dr Richard Eden

Director-General, Department of Tourism,
Major Events, Small Business and the
Commonwealth Games

There were over 110 guests present at the reception.

MATTERS DISCUSSED

- The Queensland Government Reception was hosted by the Honourable Tim Nicholls MP, Queensland Treasurer and Minister for Trade to promote Queensland as an attractive trade and investment partner across sectors including tourism, education, science and technology, food and agribusiness, sustainable urban development, mining and resources.
- The Treasurer announced the official opening of the new Beijing Office of Trade and Investment Queensland with the unveiling of a plaque and observed the signing of a Professional Services and Licence Agreement between Smith Global Pty Ltd, a Gympie-based manufacturer of heavy haulage transport equipment and Inner Mongolia North Heavy Industries Group Corp. The agreement is for Smith Global Pty Ltd to provide technology and design services for mining vehicle and equipment manufacturing in China, and export to the China market and other countries outside of Australia.
- The Director-General networked with the guests at the event and promoted Queensland as an ideal investment destination based on its economic environment, workforce, diversity of geographic regions and industries, competitive business costs and infrastructure development. He introduced corporate delegates to the interested Chinese guests and encouraged Chinese companies to visit Queensland in the near future.

MEETING WITH MR ZHU SHANZHONG, VICE CHAIRMAN, CHINA NATIONAL TOURISM ADMINISTRATION

Date: Tuesday 24 July 2012

Time: 9:30am – 10:30am

Venue: No JIA9,

Jian Guo Men Nei Street,
Beijing 100740

ATTENDEES

Mr Zhu Shanzhong

Vice Chairman, China National Tourism
Administration

The Honourable Jann Stuckey MP

Minister for Tourism, Major Events, Small
Business and the Commonwealth Games

MATTERS DISCUSSED

- The meeting provided an opportunity for the Minister to strengthen the bilateral relationship between China and Queensland.
- Discussions focused on the importance of China as a growing inbound tourism market and the mutual exchange of tourists between Queensland and China, including direct aviation route development opportunities.
- The Minister emphasised the importance of tourism as one of the Queensland Government's four economic pillars, the government's determination to revitalise the industry and return Queensland to the position of Australia's number one tourist destination, and acknowledge the role visitation from China plays in achieving these goals.
- The Minister highlighted the government's new \$8 million Attracting Aviation Investment Fund which has been established to boost the Queensland tourism industry by attracting more international tourists. The fund will be used to secure new aviation business and airline routes into Queensland from identified priority markets.
- The Minister also highlighted the key initiatives being undertaken by the government to maximise the potential from the China Market, including collaboration with the industry through the *DestinationQ* Partnership Agreement and the Tourism Queensland focus on the China Market to ensure travellers from China have quality and relevant experiences.
- Mr Zhu Shanzhong highlighted the China National Tourism Administration (CNTA) would like the Australian visa policy to be more flexible towards Chinese individual tourists, given young Chinese dislike joining tourist groups for overseas travel.
- CNTA is happy to assist in the promotion of Queensland as a tourist destination to the Chinese people and will encourage closer links with the Department of Tourism, Major Events, Small Business and the Commonwealth Games and TQ.



Meeting with Mr Zhu

MEETING WITH MR FREDDY LI OF QANTAS (HONG KONG)

Date: Wednesday 25 July 2012 **Venue:** Level 7 Conrad Hotel Hong Kong
Time: 11:10am – 11:40am Pacific Place,
88 Queensway Hong Kong

ATTENDEES

Mr Freddie Li Regional General Manager, Greater China and
Korea, Qantas Airlines

MATTERS DISCUSSED

- The meeting provided an opportunity to meet with Mr Freddie Li, the Regional General Manager, Greater China and Korea for Qantas Airlines to discuss opportunities for future airline route development between China and Queensland by Qantas Airlines.
- The Minister noted the strong ongoing working relationship between Qantas Airways, both domestically and internationally, and Tourism Queensland, and highlighted the importance of China to the Queensland tourism industry and the government's goal to double visitor night expenditure to \$30 billion by 2020.
- The Minister informed attendees about the government's \$8 million Attracting Aviation Investment Fund, and how this fund could facilitate future airline route development by Qantas.

MEETING WITH CHANG YUANG GROUP

Date: Wednesday 25 July 2012 **Venue:** Level 7 Conrad Hotel
Time: 11:45am - 12:00pm Pacific Place
88 Queensway
Hong Kong

ATTENDEES

Dr Benny Wu Chairman of Chang Yuang Group and
Executive Chairman, Rocklands Richfield

MATTERS DISCUSSED

- The meeting provided an opportunity to establish a high level relationship with Dr Wu and inform him of the new government's interest to see more investment proposals from Chang Yuang Group (CYG) especially in the tourism sector. These investments would augment Dr Wu's publicly listed company Rocklands Richfield's substantial mining investments in Queensland and Australia.
- The Minister highlighted the new government's focus on the tourism industry as a key pillar in Queensland's economy and its commitment to strengthen the bilateral relationship between Queensland and China and Hong Kong, and promoted Queensland as a strategic investment destination for CYG.
- The Minister also emphasised the government's commitment to providing certainty to international investors with a focus on reducing red tape by 20% to create an environment that encourages investment, especially in relation to the development of new tourism projects and infrastructure.
- The Minister sought an update on Dr Wu's investment interests in Queensland, particularly with regard to investment in the tourism industry. CYG noted it is keen to expand its investment portfolio to include hotels following their investment in property in Hong Kong, China and Australia.



Dr Benny Wu

“QUEENSLAND: WHERE AUSTRALIA SHINES” BUSINESS LUNCHEON

Date: Wednesday 25 July 2012 **Venue:** Chatham Room, Level 7
Conrad Hotel Hong Kong
Time: 12:15pm – 2:15pm Pacific Place,
88 Queensway
Hong Kong

There were over 50 attendees present at the seminar.

MATTERS DISCUSSED

- The luncheon provided an opportunity for the Minister to promote Queensland as an ideal tourism and investment destination and convey the message the new government is open to and welcomes investment cooperation between Hong Kong and Queensland.
- Invitees to the luncheon were Hong Kong investors with existing or potential investment interests in Queensland’s tourism development.
- The Minister highlighted the importance of tourism as one of the Newman Government’s four economic pillars and the government’s determination to revitalise the industry and return Queensland to the position of Australia’s number one tourist destination.
- The Minister also briefly presented the government’s whole-of-government and industry partnership approach to tourism through the establishment of 'DestinationQ'.
- The Minister emphasised the government’s commitment to providing certainty to international investors with a focus on reducing red tape by 20% to create an environment more conducive to investment, especially with regard to the development of new projects and infrastructure.
- The Minister also acknowledged Hong Kong’s 15th Anniversary of its establishment as a Special Administrative Region on 1 July 2012.
- Introductions between serious investors and the business delegates were facilitated by Trade and Investment Queensland throughout the lunch event.



With Delegates

APPENDIX 1: MEDIA RELEASES AND SPEECHES

Minister for Tourism, Major Events, Small Business and the Commonwealth Games

The Honourable Jann Stuckey

Wednesday, August 01, 2012

New routes get Queensland tourism back on track

The Newman Government is well on its way to putting Queensland tourism back on track following a successful mission to China.

Last week the Minister for Tourism, Small Business and the Commonwealth Games, Jann Stuckey signed a deal with China Eastern to fly directly from Shanghai to Cairns, three times a week, 52 weeks of the year.

Ms Stuckey said securing this deal during the eight day mission showed the Government's commitment to tourism and recognised China as a key tourism and investment market.

"This is the first deal announced as part of the \$8 million Attracting Aviation Investment Fund, a key element of the Government's DestinationQ initiative," Ms Stuckey said.

The fund was set up in the first 30 days of the Newman Government to help attract new international airline routes to Australia and expand current routes.

"Shanghai to Cairns is a key route for Queensland as China is our second largest international source market and is growing at 16 per cent a year," she said

"This new service into Cairns will increase capacity from China by more than 41,000 seats each year and lead to an estimated annual \$35 million boost to the local economy."

The mission has reinforced Queensland's relationship with Greater China, in what the Minister hopes will be a long and fruitful partnership.

It's also reinforced the Ministers determination to fix the tourism industry after years of inaction by Labor.

"Tourism is one of the four pillars of the Queensland economy and this announcement shows our commitment to delivering out election commitments, which include doubling overnight visitor expenditure to \$30 billion by 2020," she said.

"I will be working every day with my cabinet colleagues, members of the tourism industry and the new chairman of Tourism Queensland to reinvigorate our industry."

Media Contact: Lynette Keep 0419 620 299

Treasurer and Minister for Trade

The Honourable Tim Nicholls

Tuesday, July 31, 2012

Treasurer returns from successful trade mission

Treasurer Tim Nicholls has returned from a successful overseas trade and treasury mission, securing direct flights from Shanghai to Queensland and opening a new Trade and Investment Office in Beijing.

Mr Nicholls led a fortnight-long road show to Japan, China and the US, where he outlined Queensland's investment potential to major international trading partners and met state creditors.

He was joined by Minister for Tourism and Small Business Jann Stuckey in China, where they announced China Eastern Airlines would fly direct from Shanghai to Cairns three times a week starting in October.

"The flights will bring more than 700 Chinese visitors to Queensland each week, injecting an estimated \$35 million into the Cairns economy," Mr Nicholls said.

Mr Nicholls also opened a new Trade and Investment Queensland office in Beijing.

"China has the world's fastest-growing major economy, with average growth rates of 10 per cent for the past three decades," Mr Nicholls said.

"By establishing a presence here we are sending a clear message that the newly elected Newman Government is committed to this important region."

Mr Nicholls said strong results delivered by Trade and Investment Queensland in 2011-12 were proof the economy was stabilising after some significant hurdles, including natural disasters and a high Australian dollar.

"Trade and Investment Queensland helped the State's companies secure \$1.022 billion in exports and \$2.595 billion in inward investment," Mr Nicholls said.

"That's why trade missions like the one I just led are so important. They highlight the great investment opportunities available in Queensland.

"The State Government's finances were left in a shocking state by the previous Labor Government, but it is vital potential investors understand the Queensland economy remains strong.

"I spent the past two weeks outlining how our policies are making it easier to invest in Queensland.

"I also detailed, for ratings agencies and creditors, how we intend to return the State budget to good health and regain our AAA credit rating."

Media Contact: Larine Statham 0419 565 694

Treasurer and Minister for Trade

The Honourable Tim Nicholls

Monday, July 23, 2012

Queensland Trade and Investment office to forge new partnerships

The Newman Government has opened a door to one of the world's most powerful economies to pave the way for more Queensland businesses to expand into China.

Treasurer and Minister for Trade Tim Nicholls will officially open a new Trade and Investment Queensland office in Beijing today.

He said the Beijing office, in conjunction with two offices already in China and one in Hong Kong, would strengthen diplomatic ties and forge mutually beneficial trade partnerships.

"The new office will provide the state's exporters with a launch pad into China's northern and western regions," Mr Nicholls said.

"It will support Queensland companies working in the Chinese and Mongolian mining regions which are at the centre of a significant resources boom.

"The office will promote Queensland as an ideal investment location and play a vital role in highlighting the benefits of studying in Queensland."

Mr Nicholls said the Beijing operation was part of the Newman Government's realignment of the state's overseas network, aimed at strategically positioning Queensland in what is fast becoming the Asian century.

"China has the world's fastest-growing major economy, with average growth rates of 10 per cent for the past three decades," he said.

"By establishing a presence here we are sending a clear message that the newly elected Newman Government is committed to this important region.

"2012 marks the 40th anniversary of diplomatic relations between Australia and China, and today's investment symbolises the importance Queensland places on our close business and cultural ties with China.

"Two-way trade between Queensland and China reached \$10.8 billion in 2010/11."

The office opening is part of a fortnight-long overseas trade mission Mr Nicholls is leading to promote Queensland's agriculture, tourism, resource and construction industries.

Media Contact: Tim Braban +61 73224 6895

Treasurer and Minister for Trade

The Honourable Tim Nicholls

Friday, July 20, 2012

Treasurer applauds Queensland firm on China expansion

An award-winning Brisbane engineering firm will be the toast of a special reception hosted by Queensland Treasurer Tim Nicholls in Shanghai today.

As part of the Newman Government's fortnight-long overseas trade mission, Mr Nicholls will officially open Sedgman's second office in China.

"Sedgman's expansion in China shows Queensland is not only exporting resources, but also skills and expertise," Mr Nicholls said.

"Queensland has positioned itself as a world leader in the development and manufacturing of advanced mining equipment, innovative technology and niche services."

He said Sedgman, which achieves cost savings and increased productivity for its coal processing clients, had demonstrated Queensland's capabilities to the world.

"Sedgman is a prime example of the strength and resourcefulness of Queensland businesses, even in tough economic times," Mr Nicholls said.

"With assistance from the Queensland Government's Trade and Investment office in Shanghai, the company's exports to China have grown significantly.

"While coal remains China's major energy source and the coal mining industry continues to grow, demand for Queensland's expertise in advanced equipment, technology, and niche services will increase."

Sedgman was last year awarded the prestigious Australian Prime Minister's Export Award.

"I congratulate Sedgman on its continued success and hope the company's story will inspire other Queensland businesses to expand internationally as we enter what will undoubtedly be the Asian century," Mr Nicholls said.

Media Contact: Larine Statham +61 7 3224 2611

Treasurer and Minister for Trade

The Honourable Tim Nicholls

Friday, July 20, 2012

Treasurer gleans ideas from innovative Chinese business park

Treasurer and Minister for Trade Tim Nicholls will tour an innovative industrial precinct in China to examine if a similar globalisation model can be successfully replicated in Queensland.

Mr Nicholls and representatives from several Queensland companies will visit Suzhou Industrial Park today to hear how the Chinese and Singaporean Governments have attracted domestic and global companies to the precinct.

When it was first established in 1994, the Park covered an area of 70 square kilometers. Today it covers an area three times the size and has a population of more than 700,000.

Mr Nicholls said Queensland had much to learn from the exciting, collaborative business model.

“For nearly two decades, this industrial mini-city has enabled advanced manufacturing multi-nationals to establish operations in China,” he said.

“It hosts 4600 global companies, including Australian companies like Bluescope Steel and B&R Enclosures.

“Co-locating a myriad of like-minded companies fosters greater collaboration and breeds innovation.

“The Park incubates start-up companies and provides smaller companies with a strong support network.”

Mr Nicholls said the Park included resource technology companies, manufacturers, renewable energy businesses, biotechnology and pharmaceutical researchers, as well as animators and software designers.

“There is strong potential for strategic research partnerships and joint ventures between Queensland and Chinese organisations, and today’s visit will open doors for us to pursue these opportunities.”

Mr Nicholls is in China as part of a fortnight-long overseas trade mission to promote Queensland’s resource, construction, tourism and agriculture sectors.

Media Contact: Larine Statham +61 7 3224 2611

Treasurer and Minister for Trade

The Honourable Tim Nicholls

Wednesday, July 18, 2012

Queensland-Japanese partnerships to rebuild ailing tourism sectors

Cooperation between disaster-ravaged economies will help restore international visitor confidence sooner, Queensland Treasurer Tim Nicholls says.

Mr Nicholls met with representatives from Japan's travel and education sectors in Tokyo today, seeking feedback about their clients' experiences in Queensland.

"Last year, Queensland was home to some 3400 enrolled Japanese students," he said.

"These students bring cultural diversity to our educational institutes and communities. They contribute significantly to the state's economic bottom line.

"Japanese students choose to study in Australia to experience our unique Queensland lifestyle, giving our tourism operators a welcome boost."

Mr Nicholls said Queensland hosted 164,000 Japanese tourists last year.

"Although visitor numbers are still encouraging, that's a 22 per cent decline on previous years," he said.

"Numbers dropped significantly after the floods and cyclone, just as they did in Japan after the devastating tsunami.

"Queensland tourism operators understand how their Japanese counterparts are hurting, and together we can make sure the rest of the world knows we're open for business.

"Japan was instrumental in the development of Queensland's tourism industry during the 1980s and we value their continued support.

"Queensland will once again welcome public-private partnerships that reinvigorate the ailing travel sector to attract a new generation of tourists."

Mr Nicholls said all sectors of government were working together to make Queensland Australia's number 1 tourist destination again, increasing overnight visitor expenditure to \$30 billion by 2020.

Queensland Minister for Tourism and Major Events Jann Stuckey will join Mr Nicholls in China later this week as part of the Newman Government's trade mission.

Media Contact: Larine Statham +61 7 3224 2611

Treasurer and Minister for Trade

The Honourable Tim Nicholls

Wednesday, May 30, 2012

Trade mission to target new opportunities for Queensland

Treasurer and Minister for Trade Tim Nicholls today confirmed he would lead a Trade and Investment mission to Japan, China and the United States from 15-29 July, 2012.

Mr Nicholls said the mission aimed to strengthen the relationship between Queensland's major trading partners and target new opportunities in key sectors including LNG, energy, tourism and biotechnology.

"It is important that the first Ministerial-led mission of the Newman Government will be to our key trading partners of Japan, China and the United States," Mr Nicholls said.

"Our focus with the Japan and China leg of the trip will be on trade and investment opportunities including tourism and energy."

Mr Nicholls said the mission will also travel to Houston in the United States to look at the massive investment in mining services and equipment in an effort to attract investment to Queensland.

"Given Queensland's significant mining activity we should be a world leader in the provision of mining services and equipment," he said.

Mr Nicholls will also meet major existing and potential investors in Queensland Government guaranteed bonds in each of the countries.

"I will personally brief investors on current economic and fiscal conditions in Queensland, gain insights into local perspectives on global economic conditions and discuss Queensland Treasury Corporation bonds as a secure and attractive global investment option," he said.

"We want to let investors know there is a new and responsible government in Queensland and they can invest in our state with confidence."

Mr Nicholls said the Minister for Tourism, Major Events, Small Business and the Commonwealth Games, Jann Stuckey will take part in the China leg of the mission to further enhance tourism relationships and sell Queensland as a destination into this crucial emerging market.

He also noted that combining Trade and Queensland Treasury Corporation travel plans will ensure greater economies of scale and savings for taxpayers.

Contact: Rachael Power - 0409 947 957

Treasurer and Minister for Trade

The Honourable Tim Nicholls

20/07/2012

China Eastern announces direct flights to Cairns

JOINT MEDIA RELEASE

Treasurer and Minister for Trade, Tim Nicholls MP

Minister for Tourism, Major Events, Small Business and Commonwealth Games, Jann Stuckey MP
China Eastern Airlines will fly direct from Shanghai to Cairns three times a week from October, injecting an estimated \$35 million a year into the local Queensland economy.

Treasurer Tim Nicholls and Tourism Minister Jann Stuckey met with China Eastern executives in Shanghai today.

Mr Nicholls welcomed China Eastern's announcement, saying the flights would bring more than 700 Chinese visitors to far north Queensland each week.

"The number of Chinese visitors to Queensland increased by 16 per cent in the 12 months to March this year, injecting \$403 million into the Queensland economy," he said.

"Tourism is one of the four pillars of the Queensland economy and aviation access is vital to helping us achieve our target of doubling overnight visitor expenditure to \$30 billion by 2020."

Ms Stuckey said the deal was a product of the Newman Government's \$8 million Attracting Aviation Investment Fund.

Ms Stuckey today signed a cooperative letter of intent with Mr Dong Bo, chief marketing officer of China Eastern Airlines.

"Today's announcement is great news not only for our north Queensland tourism operators, who did it tough after Cyclone Yasi, but also for the whole state," she said.

"These flights will reduce the time Chinese tourists have to spend in transit, enabling them to spend more time and money visiting the world-renowned Great Barrier Reef.

"China Eastern is one of China's largest and most valued airlines, and we welcome them to Queensland with open arms."

Mr Dong Bo said the new route from Shanghai to Cairns offered Mainland Chinese new access to Australia.

"Cairns, as a major city in North Queensland, serves as a gateway to numerous tourist sites throughout the country," he said.

"In ten short hours up to 262 travellers will arrive in Australia on the PGV-CNS flight after travelling on the comfortable Airbus 330-200 from Shanghai.

"Arriving at the third most popular direct destination hotspot in Australia, the new flights will contribute to the development of the local tourism industry and strengthen economic and cultural communications between China and Queensland."

Cairns Airport chief executive officer Kevin Brown said he was very much looking forward to working with China Eastern.

"After several years of successfully operating Chinese New Year charter flights to Cairns from Shanghai, it's very exciting that China Eastern is now introducing a scheduled service," he said.

"It will help strengthen Cairns' position as the Asian gateway to Australia."

Media Contact:

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APPENDIX 2: MEDIA ASSOCIATED WITH THE TRIP



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Centre 1300 880 082

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Cairns wins direct link to China

CAIRNS has won its way into the lucrative Chinese tourism market with China Eastern airlines to begin tri-weekly flights to the city from October.

The Cairns-Shanghai link has been agreed to in a letter of intent by Queensland Treasurer Tim Nicholls, Tourism Minister Jann Stuckey and China Eastern executives.

The flights are expected to reignite the Far North's tourism industry by bringing around 700 Chinese visitors here each week, pumping an estimated \$35 million a year into the state's economy.

Ms Stuckey said the flights would provide a huge boost for the city and Far North, which has struggled since Cyclone Yasi struck in February last year.

The direct 10 hours flights will slash 20 hours off the journey for Chinese travellers who would otherwise have to fly via southern ports.

China Eastern chief marketing officer Dong Bo said there was demand for a quicker route between mainland China and North Queensland.

Cairns Airport CEO Kevin Brown said the announcement came after years of discussion and negotiation and the success of Chinese New Year charter flights into Cairns from Shanghai.

"This service will have an enormous impact on our tourism industry and our regional economy providing direct access from mainland China, one of our fastest growing tourism source markets, and strengthening Cairns' position as the Asian gateway to Australia."

He said the airport had already started installing multilingual signs to welcome passengers from mainland China.



China Eastern to begin direct flights to Cairns

CAIRNS has won an avenue to the lucrative Chinese tourism market with China Eastern airlines to begin flights from Shanghai to the Far North Queensland city.

Queensland Treasurer Tim Nicholls and Tourism Minister Jann Stuckey and China Eastern executives signed an agreed letter of intent to commence tri-weekly flights.

The flights will bring around 700 Chinese visitors to Far North Queensland each week, pumping an estimated \$35 million a year into the state's economy.

Ms Stuckey says the deal has been finalised in part through the state government's \$8 million Attracting Aviation fund.

She says the flights will be a huge boost for the city and Far North Queensland, which has struggled since Cyclone Yasi struck last February.

"These flights will reduce the time Chinese tourists have to spend in transit, enabling them to spend more time and money visiting the world-renowned Great Barrier Reef," Ms Stuckey said.

China Eastern chief marketing officer Dong Bo says there is demand for a quicker route between mainland China and North Queensland.

"The new flights will contribute to the development of the local tourism industry and strengthen economic and cultural communications between China and Queensland," he said.



Jann lands China flight for Cairns

TOURISM Minister Jann Stuckey has secured lucrative direct flights from China for Cairns, bypassing the Gold Coast airport in her own electorate.

China Eastern Airlines will fly 700 Chinese tourists direct from Shanghai to Cairns three times a week from October, injecting an estimated \$35 million a year into the Cairns economy.

The deal was sealed with the help of the LNP's election promise of an \$8 million Attracting Aviation Investment Fund designed to lure more flights to all Queensland.

Ms Stuckey made the announcement from China where she is on a trade trip with Queensland Treasurer Tim Nicholls.

"These flights will reduce the time Chinese tourists have to spend in transit, enabling them to spend more time and money visiting the world-renowned Great Barrier Reef," Ms Stuckey said.

"China Eastern is one of China's largest and most valued airlines, and we welcome them to Queensland."

China Eastern Airlines chief marketing officer Dong Bo said the new route offered mainland Chinese new access to Australia.

"Cairns, as a major city in north Queensland, serves as a gateway to numerous tourist sites throughout the country," he said.

"In 10 short hours up to 262 travellers will arrive in Australia after travelling on the comfortable Airbus 330-200 from Shanghai.

"Arriving at the third most popular direct destination hotspot in Australia, the new flights will contribute to the development of the local tourism industry and strengthen economic and cultural communications between China and Queensland."