



Examples of 2004 Trade Mission Activities and Successes

Israel

The University of Queensland's Centre for Native Floriculture	MOU signed	2 MOUs signed between UQ and The Agricultural Research Organisation of Israel;	Increased collaboration
Cavalier Homes and Israel-Australia Trade Assist (IATA)	Joint Venture	Cavalier Homes JV with IATA in building homes in Israel.	\$220,000 initial contract Potential for 90-100 homes per year.
SAP's Queensland Corporate Research Centre	Contract	Primary IT solutions provider for the Israeli Gov't	

United Kingdom

Minister Patricia Hewitt, UK Secretary for Trade & Industry and Minister for Women	Inbound Mission	The British Government will sponsor a biotech mission of 12-15 British companies to Queensland for the Ausbiotech 2004 conference in November.	Sponsorship for Bio mission to QLD
Cutting Edge	Statement of Intent	Signed a statement of intent with Granada Television to compile the raw footage and story-line for the TV giant's latest reality series "Hell's Kitchen" \$600,000 contract.	\$600K
Calthapharm Q-daily products	Product Launch	Launched 6 Q-Daily products - developed by Sunshine Coast sugar technologist Graeme Brewer.	Anticipated sales are \$3.3 million
Medihoney, (a subsidiary of Capilano Honey)	Product Promotion	Release of a hospital study findings showing the special honey based cream inhibits the golden staph superbug, and helps heal wounds. In discussions with Community Foods, one of the UK's leading natural products distributors.	Leading to increased sales
Onyvax	Research Deal	Promotion of Queensland's bio-tech research capabilities which has contributed to a London-Brisbane biotech partnership being extended to start tackling kidney cancer and other malignancies.	R&D collaboration
Bundaberg Brewed Drinks'	Product Launch	Brewed soft drinks were launched in Britain's Costco supermarket chain.	
United Kingdom Sailing Academy (UKSA)	Investment	UKSA plans to invest a further \$400,000 in its international centre at Mooloolaba. The academy will start a Yacht Training course in November, generating a further \$200,000 by chartering two local yachts for nearly six months. In 2004-05 financial year it expects 300 international students to attend its six-week courses generating turnover of approx. \$2 million. The centre will spend \$400,000 on new equipment.	\$1 million in direct spending by + 300 students generating about \$2 million

HOK Sport and Mike Driscoll & Associates (MDA)	Project Update	HOK Sport+Venue has a role in about 850 sports projects worldwide, including the redevelopment of Wimbledon tennis centre, Wembley Stadium, Royal Ascot Racecourse and Arsenal Stadium, as well as leading London's master plan bid for the 2012 Olympic Games. MDA specialises maximising financial returns from retail, merchandising and food and drink outlets at sporting event and has been working on the Wembley and Royal Ascot projects with HOK.	Sport infrastructure
Weathered Howe		Weathered Howe is part of the consortium undertaking the master plan for London's bid for the 2012 Olympics and has been short listed for the Indy circuit to be developed in Korea. Negotiations on a multimillion dollar partnership will be concluded within the next 3 months". This will require a "major increase in capital base for expansion of overseas opportunities".	Multimillion \$ partnership over next 3 years
Ingeus	Meeting	Ingenus has won a contract to source jobs for people with disabilities in Birmingham (UK's 2nd largest city). Currently in advanced negotiations with the French Government.	Education promotion
Study Queensland Gap Year website	Product Launch	Launch of a "Study Queensland" Gap Year website offering information designed to meet the needs of UK students looking for a destination for their Gap Year break.	Student attraction
Sports Theme Lunch	Networking	As a result of the Sports Theme lunch, QGTIO Europe has been invited to apply for membership of a network which will pursue opportunities arising from London's bid for the 2012 Olympic Games.	
Tourism Queensland	Product Promotion	Met with the Chairman and CEO of Trailfinders which helped cement a major co-operative marketing campaign due to run in October this year. The campaign will see an estimated additional 1,200 British visitors to Queensland.	Inbound tourism Increase by about 1200 from UK

Ireland

Irish Minister For Transport	MOU & Inbound Mission	Mr Brennan strengthened Queensland's ties with Ireland and laid the groundwork for a Queensland business mission to Ireland in October this year.	
Irish Minister For Finance	Staff Exchange	As a result, the Qld DPW is to second further personnel as part of an exchange with the Irish Government. Representatives of the Irish Ministry of Finance visited Queensland in June. QLD DPW is to provide further consultancy services to the Ministry of Finance in Dublin	Continuation of personnel exchange
Irish Health Minister, HE Michael Martin, TD	Meeting	Promoted Queensland technology to save about \$250,000 a year at every major hospital through energy and water. After the test programs produce the forecast	Water and energy saving technology transfer

		savings, the Queensland Government and the companies involved will market and sell the intellectual property.	
Sinclair Knight Merz (SKM) – Luas Light Rail project	Joint Venture	SKM is the lead design engineer in a joint venture for the design and construction of the \$1 billion light rail project in Dublin.	QLD input into design and construction of light rail project
ADP & Smithfield Markets Urban Redevelopment project	Joint Venture	The total value of the Smithfield Markets redevelopment project is approximately A\$265 million. This is a 3 year and commenced in August 2002. JV Cost Management Consulting, which will be providing the full scope of Quantity Surveying services for the developer, Fusano Properties. About 30% percent of the quantity surveying for the project will be done by ADP in Brisbane. APD expects to expand its Brisbane team due to projects won in Ireland, and is expecting to increase its current team working in Ireland from 9 to 12.	More jobs in Brisbane
Aughinish Alumina Refinery visit	Contract	Contract between Worley and the Aughinish Alumina Refinery.	Multi-million dollar contract for Worley

France/Austria/Vienna

Australian Ambassador To Austria, H.E. Ms Deborah Stokes <i>(Austria)</i>	Food promotion	As a result of the meeting, the Ambassador has expressed interest in organising a promotion of Queensland's food and wine products in Austria	
Frequentis <i>(Vienna)</i>	Investment	Announced that aviation company, Frequentis, is establishing its Australasian regional headquarters in Queensland.	New HQ in Brisbane, creating 15-20 new jobs
European Aeronautical Defence and Space (EADS) <i>(France)</i>	Contract	Following this visit, Department of Defence selected EADS to supply 5 air refueling tankers to RAAF worth approximately \$2 billion. Queensland has been chosen by EADS and Qantas Defence Services for both the modification of the A330 aircraft and the heavy maintenance. This will mean significant investment in Queensland and creation of jobs.	EADS and Qantas Defence Services will have the modification of the A330 aircraft and the heavy maintenance done in QLD.

Chile

Mincom & Antofagasta Minerals PLC	Contract	Mincom has won a \$500,000 contract to upgrade its Ellipse software used by Antofagasta Minerals, one of the world's largest copper producers. Official opening of Mincom's new Latin American headquarters office in the Chilean capital of Santiago	\$500,000
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Electrometals Technologies Limited	Contract	Electrometals Technologies Ltd that uses electrochemical technology to reclaim metals has been awarded a contract to build a 600 square metre plant in Chile worth \$920,000. The plant sold to Tecnologios de Recicloje in Santiago will use Electrometal's patented technology to recover powdered zinc metal from hazardous zinck waste.	Plant sold worth \$920,000
Golden Circle Wicked Products, Bundaberg Brewed Drinks Buderim Ginger Meriram and Suncoast Gold Macadamias	Product Launch	Six Queensland companies will be supplying processed food products to Chilean retail giant Jumbo Supermarkets which is the largest and fastest growing supermarket chain in Latin America with a turnover of more than US\$2 billion per annum. This is a result of a previous visit in September 2003 to Queensland by Jumbo Supermarkets.	New sales of food products to Chile

Brazil

Acominas Corporation and Macarthur Coal –		Attended a meeting in Brazil with Macarthur Coal and senior management of Acominas to discuss the potential for additional Macarthur coal sales to Acominas.	Potential additional sales
Vice- Governor of Minas Gerais	MOU & Inbound Mission	Signed two documents under the MOU with the State of Minas Gerais. Joint activities under the MOU include: - the establishment of a joint management committee to develop business initiatives of trade and investment. - Acknowledgement that the Minas Gerais Ministry of Environment is to send a delegation to Queensland in 2004, to further their interests in sustainable mining.	Brazilian mission to Queensland with a focus on sustainable mining.
Brazilian President Luis Inacio da Silva and Vice President Jose Alencar	Inbound Mission - co-organise Ethanol conference in QLD 2005	Agreed to co-operate on the possibility of developing an ethanol export industry and talked positively about collaborations on biotechnology. The Premier announced the Queensland Government would organise a major international conference in 2005 on the future of ethanol.	Potential of technology transfer for ethanol

San Francisco

Progene		After the US Food and Drug Authority had granted "Orphan Drug" designation to a new Progene drug used in the treatment of malignant melanoma, the company experienced an increase in market capitalisation.	Raising of 'smart QLD company' in the market
EMCO CAL	Product Launch	Two new strawberry varieties developed in Queensland will be trialed in the US, where the Californian is worth more than \$1 billion a year. The Queensland Government had signed a licensing agreement with EMCO CAL, a Californian strawberry marketing company, allowing them to distribute some of the	Increased horticulture sale

		Queensland-developed varieties outside of Australia and New Zealand. The 5th International Strawberry Symposium/Conference, organised by the International Society for Horticultural Science, will be held on the Sunshine Coast in September 2004 and is expected to attract 300 delegates. Organisers estimate the conference will provide an economic boost of more than \$1 million to Queensland and provide local growers with news of latest industry developments.	Int'l conference at the Sunshine Coast In September.
Bio 2004 06-09 June	Outbound Mission	The Premier led a delegation of 78 representatives from 39 organisations, including service providers to Bio2004 in San Francisco. A subsequent survey of these delegates projects \$33.4 million in business outcomes over the coming years. A total of 153 quality leads and 80 potential partners in areas of co-development, technology licensing, equity investment and commercialisation were generated for Queensland participants. It was agreed a feasibility study be conducted in Queensland with input from PATH and other Washington players.	\$33.4 million in business outcomes over the coming years
Xenome	Product Trials	Queensland biotechnology spin-off company, Xenome, announced it had received US Food and Drug Administration approval to conduct human clinical trials for its new pain relief drug which may one day be more effective more than morphine.	
PANBIO	Office in Queensland	Leading Australian biotechnology company PANBIO, (develops, manufactures and markets diagnostic kits for more than 27 infectious diseases) will move most of its United States manufacturing operations to Queensland later this year creating 51 new scientific jobs over the next five years. This is in addition to the 62 people already employed at the company's current head office in the Brisbane suburb of Windsor.	Move of manufacturing from USA to QLD creating 51 new jobs.

China

China Government (Beijing)	Meeting	Meeting with HE Zeng Peiyan Vice Premier of China reinforced the government's commitment to support closer economic, political and cultural ties with China. He Zeng Peiyan made it clear to me that China would be taking part in the bidding process for the Aurukun bauxite mining lease and said he would instruct officials to visit Queensland.	
Flight Training Australia (Beijing)	Contract	The Premier congratulated Flight Training Australia on its latest aviation training agreement in China with Sheyang Institute of Aeronautical Engineering University. Under the agreement, Flight Training Australia will teach the University's staff basic aeronautical knowledge which will be followed up by Flight Training Australia's instructors going to China to teach aviation	

		English and theory. This is the precursor to the students coming to Queensland early next year to learn to fly.	
Aluminium Corporation of China Ltd (CHALCO) (Beijing)	Inbound Mission	Mr Xiao Yaqing, Chairman of Chalco confirmed that Chalco has set up a taskforce to prepare for Aurukun international bidding. The taskforce is led by Mr Luo Jiangchuan, Executive Vice President of Chalco, who has visited Queensland last week with a Chinese investment mission for further discussion of Aurukun project.	
Griffith University (Beijing)	Joint Venture	The Premier witnessed the signing of an agreement between Griffith University and Peking University to research and develop a complementary medicine program with the intention of commercialising results. With a commitment of an initial grant of A\$100,000 from David Catsoulis, of the Healing Power, Professor Cordia Chu, of Griffith University, and Professor Liu Jinchun, of Peking University, will build a team of Chinese and Australian researchers to begin work in assessing, testing and refining 13 different herbal medicines with an initial focus on kidney diseases.	R&D joint venture
Griffith University (Beijing)	Contract	The Premier witnessed an agreement between Griffith University and China University of Political Science and Law to export its sports law expertise to China. This agreement is particularly important in the lead up to the Beijing Olympics and a further International Sports Conference is proposed to be held following the Athens Olympics Games Conference in Beijing in November with international keynote speakers from the Athens Conference.	Export of QLD expertise in sports law
Kensington Education International (Beijing)	Contract	The Premier witnessed the signing of an agreement for Kensington Education International to deliver English language courses to the China Red Cross Society Foundation Beijing Bacui Bilingual School. It will lead to the employment of three teachers in China and support staff in Queensland. Successful graduates of the courses will be able to obtain direct access to Queensland Universities, providing further job opportunities.	3 QLD teachers for China
Southern Skies Events (Beijing)	Contract	The Premier witnessed the signing of an agreement between Peter Armstrong, Director of Southern Skies Events, and Beijing International Sports Exchange Centre to stage an international youth event in China next year. They will present the first annual China Stars International Friendship Games in Beijing in August 2005.	Youth event

Queensland Ambulance Service, QUT and the Emergency Branch of Chinese Hospital Association (Beijing)	Letter of Intent	The Premier witnessed the signing of the Letter of Intent between Queensland Ambulance Service and Queensland University of Technology and the Emergency Branch of Chinese Hospital Associations. The agreement outlines how the organisations are planning to develop university award courses and other training programs for Chinese pre-hospital care staff. The letter of intent is expected to result in a substantial economic boost for Queensland, the creation of new jobs in teaching and an international advertisement for our Ambulance system.	Training of pre-hospital staff
JSIS Engineering (Beijing)	Contract	The Premier witnessed the signing of an agreement between Mackay company JSIS Engineering and the Zoucheng Tiangong Electrical and Mechanical Equipment Company. Under this agreement JSIS will provide the technology/product and technical support to Zoucheng Tiangong in return for access to their Chinese mining network and sales & marketing support.	JSIS will provide technology/product and technical support
IATCA Corporation (Beijing)	Contract	The Premier congratulated Queensland training certifier IATCA Corporation for signing an agreement with the Civil Aviation Management Institute of China to deliver an English communications skills course to Chinese air traffic controllers.	English communications skills course to Chinese air traffic controllers
Huaneng Group (Beijing)	Office in Queensland	Huaneng confirmed that they will establish a representative office in Brisbane to follow up its power station investment in Queensland and is interested in more investment opportunities.	Rep office in Brisbane
ComEnergy (Zhengzhou)	Contract	The Premier witnessed the signing of a contract between Queensland company ComEnergy and Hebi Coal Industry Group valued at A\$14 million. The contract involves Hebi using technology developed by ComEnergy in Queensland to generate power from coal-mining waste and mine methane.	\$14million contract involves Hebi using technology developed by ComEnergy
Shanghai Government (Shanghai)	MOU	In Shanghai, The Premier signed the 7th Memorandum of Agreed Co-operation with Shanghai Mayor, Han Zheng. The new agreement focuses on co-operation in a number of key areas, including sustainable economic development, education, health, arts and government-to-government relations. The new agreement includes opportunities for collaboration on major infrastructure, construction and training projects which arise from events such as the Expo (Shanghai is the host of World Expo 2010).	New agreement includes opportunities for collaboration on major infrastructure, construction and training projects
Shanghai Airlines (Shanghai)	Meeting	Australian Consul-General in Shanghai agreed to arrange a meeting with Shanghai Airlines for the Hon. Tom Burns AO during his visit in September 2004 to discuss potential direct flight between Shanghai and Brisbane.	

TAFE (<i>Shanghai</i>)		In Shanghai, The Premier officiated at the Queensland TAFE graduation ceremony for 120 students attending at Shanghai Secondary Polytechnic University. Educational links have also resulted in hundreds of Shanghai students visiting Queensland for study tours during summer and winter holidays to learn English and experience Queensland life and culture.	
AVESCO (<i>Shanghai</i>)	Contract	The Premier witnessed the signing of an agreement between Gold Coast based Australian Vee Eight Supercar Company (AVESCO), Greenland Group and Shanghai International Circuit. This 5 year contract guarantees China will host one of the 13 rounds of the V8 Super Car championship series a year in Shanghai. It is understood that this event will be seen live on Chinese free to air television and will opens a number of commercial opportunities for AVESCO and the V8 Supercar teams.	This 5 year contract guarantees China will host one of the 13 rounds of the V8 Super Car championship series a year in Shanghai.
Bundaberg Brewed Drinks Golden Circle Parmalat (Pauls Milk) Capilano Honey (<i>Guangzhou</i>)	Product Launch	In Guangzhou, The Premier launched the Queensland Food Exhibition at the Park'n Shop Megastore, showcasing products from 10 Queensland food and drink producers. This is the first time that Queensland products have been featured in a promotion in mainland China. The event was well covered in the major Chinese newspaper and local TV media, over 25 journalists attended the Opening. As a result of the promotion, 4 companies are in business discussions with Park N' Shop to supply directly to the supermarkets in China.	Additional sales. Golden Circle secured an order for 2 containers of packaged juice and shipment will be in the next 4 months.
Deputy Mayor of Guangzhou HE Chen Mingde (<i>Guangzhou</i>)	Meeting	The Premier held talks with the Deputy Mayor of Guangzhou HE Chen Mingde and members of the China Council for the Promotion of International Trade in Guangzhou to strengthen business ties and create new business opportunities for Queensland. Potential projects for co-operation include water supply, and management, environmental protection technology and urban planning and design. There are also opportunities for Queensland food and wine exporters.	
Accounting Education Institute at Kangda College University of Southern Queensland (<i>Guangzhou</i>)	Joint Venture	The Premier presented certificates to outstanding students at the Accounting Education Institute at Kangda College, a joint venture between the University of Southern Queensland and South China Normal University. This institute is not only producing results for the Chinese students but it is also producing results for Queensland, with fees boosting the economy and with 17 new jobs for Queensland so far.	More jobs in Qld.

		- Senior Management from the South China Normal University (the partner identified by QGTIO Hong Kong to jointly offer the Accounting program with USQ in South China) were impressed by the keen support of the Queensland Premier on the program; - USQ benefited in strengthening further this ongoing good working relationship and a well sustained partnership with one of the top 10 universities in South China on a collaboration which has enormous opportunity for growth to continue the increase in student in-takes. - The event was reported in the major Chinese newspapers distribution in Hong Kong as well as all major cities in China. The contract is for \$2.5 Million.	
Maroochy Water Services (Guangzhou)	Joint Venture	The Premier witnessed the signing of a joint partner agreement between Maroochy Water Services and Agile Holdings Ltd for the treatment of waste water in Guangdong valued at A\$4 million.	
Governor of Guangdong Province (Guangzhou)	MOU	The Premier met with the Governor of Guangdong Province, He Huang Huahua and signed a MOU on the Promoting of Friendly Exchanges between the State of Queensland and the Guangdong Province. - As a result of Premier's visit, Jiangmen delegation led by Jiangmen Party Secretary and Executive Vice Mayor will visit Queensland to finalize the master planning contract for 108 sq km new district in Jiangmen. - Dah Chong Hong Mission to Queensland to finalize partnership with Queensland Environmental Industry to bid for project in China valued at A\$250 million. The contract is for \$100,000	Potential bid for \$100K in environmental services
Queensland Business Delegation (Guangzhou)	Networking	Attended a networking function in support of the Queensland business delegation. 2 buying missions from Guangzhou and senior delegation visit by the CCPIT Chairman and Port - Custom DG are scheduled to visit Queensland in Sept/Oct 2004. About 120 guests attended the networking event and the Premier met with the major clients and companies in Guangzhou. Follow-up discussions on some major buying missions to Queensland and also promotion events to be staged in Southern China.	

Hong Kong

Birkdale Nursery	Tour	Birkdale Nursery has a state of the art, 200 hectare Qld nursery in Zhuai, Guangdong to supply horticulture products to the Chinese market. In November 2001 Disney confirmed Birkdale Nursery as the contract	Increased horticulture sale
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		supplier of nursery products and services to the theme park in Hong Kong. The contract is for \$20 Million.	
Golden Circle	Product Launch	25 companies had their product launched in the GrEAT Food Hall in this promotion. 4 have secured their first export orders.	4 companies have secured export orders.
University of Southern Queensland	Contract	The signing event was reported on a number of the major newspapers in Hong Kong, amongst them the Hong Kong Economic Times and the Sing Tao Daily News - the highlights on 'good start for Nurse training project'... 'the first time such a program being introduced in Hong Kong'.	

Thailand

Thai Foreign Minister	Meeting	The Minister is looking forward to a planned visit to Queensland	
The Charoen Pokphand Group (CP Group)	MOU	Signed MOU on the cooperation in the area of food and agribusiness as well as food science and technology with CP Group	Will lead to food and food technology export
Thai Crown Prince	Meeting		
Five Star Tooling	Contract	Five Star Tooling signed a technical agreement with Thai company YNP Engineering in relation to tooling. Under the technical agreement, Five Star Tooling will export its engineering and technical services to Thailand and will have some tooling work undertaken in Thailand for import into Australia. This will enable Five Star Tooling to increase its turnover in Brisbane and increase their supply capacity. Automotive products are to benefit as a result of reduced tariffs under the CER-FTA.	Increased turnover in Brisbane
Thai Minister for Transport	Inbound Mission	Over the next 5-6 years, the Thai Government plans to spend around AUD\$45 billion on an expanded mass rail system for Bangkok, rail links between major cities, roads and highways and a satellite city outside the capital. This creates potential opportunities for Queensland firms to supply infrastructure related to new rail links and upgrades of existing links, and the development of a Bus Transit System for Bangkok. The Thai Minister for Transport will led a transport delegation to Queensland in October 2004 to attend a transport conference.	Transfer of transport technology
Auscham	Networking	Attended a networking function in support of the Queensland business delegation. 80 people attended.	