

# VIRTUAL TRADE MISSION: AUSTRALIA & NEW ZEALAND

JUNE 13 – 24, 2022

OFFICE OF INTERNATIONAL BUSINESS DEVELOPMENT



Sydney, Australia

## JOIN US

This June 2022, the Pennsylvania Office of International Business Development will be supporting the **2022 'Virtual' Trade Mission to Australia and New Zealand.**

The program will be organized and run by the Authorized Trade Representative for Pennsylvania in the region, and will take place across two weeks, from 13 – 24 June.

As a participant, you will receive the following:

- A **virtual consultation** with the trade office where they can talk to you about the virtual program, your product, service and potential opportunities.
- A **Market Assessment** tailored to your specific product, service or request.
- A **Virtual Matchmaking Program** tailored to your ideal partner or distributor profile. It will be completed as:

**Stage I:** the trade office in Sydney will draw up an initial list of potential partners / distributors for your review, based on your ideal partner criteria.

**Stage II:** pending your review, the trade office in Sydney will approach each of the shortlisted potential partners / distributors on your behalf to introduce your company, product or service and coordinate a virtual meeting with interested parties to take place between 13 - 24 June.

## WHY AUSTRALIA & NEW ZEALAND

Australia (and New Zealand) is a major export market for the US, and Pennsylvania in particular. In 2020, total merchandise exports from Pennsylvania to Australia and New Zealand (ANZ) was worth **~US\$670.2 million.**

Key exports from Pennsylvania to Australia include **machinery, chemicals, transportation equipment, electrical products, manufactured food products.**

Based on our 20+ years experience assisting Pennsylvania in this region (incl. several virtual trade programs delivered throughout the COVID19 pandemic), we believe there is opportunity in the market across a wide range of sectors, including but not limited to: **mining equipment, medical devices and consumables, food & beverage, SaaS, water & wastewater equipment, construction & manufacturing equipment, consumer retail.**

## HOW TO PARTICIPATE

**Deadline: April 8, 2022**

**Registration fee:** \$3,500 per company\*+

\* **FINANCIAL ASSISTANCE** of up to \$10,000 may be available to qualifying companies to offset mission-related costs.

+ **Registration fee will be paid directly to the commonwealth's Trade Representative Office in Sydney via wire transfer.**

### For more information, contact:

**Linda Foerster**

Office of International Business Development

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Authorized Trade Office, Australia & New Zealand

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02/10/2022

# PARTICIPATION AGREEMENT

VIRTUAL TRADE MISSION: AUSTRALIA & NEW ZEALAND  
JUNE 13 - 24, 2022

Attention: Linda Foerster | [lfoerster@pa.gov](mailto:lfoerster@pa.gov)  
Registration deadline is April 8, 2022.

- A participation fee of \$3,500 must be paid directly to the commonwealth's trade representative in Sydney, Foley & Associates.
- Please forward a signed electronic copy of this agreement to:

Linda Foerster at the Pennsylvania Department of Community & Economic Development  
Office of International Business Development  
[lfoerster@pa.gov](mailto:lfoerster@pa.gov)

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
EMAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand, and agree to the following terms necessary to be a participating company in the **2022 Virtual Trade Mission to Australia & New Zealand**.

- No foreign produced items may be included, except items from foreign countries that have been processed or value-added in Pennsylvania.
- The participating company must have an office and staff or manufacturing facility in Pennsylvania.
- Participating companies assume all risks of participation in the Virtual Trade Mission to Australia & New Zealand.
- If participants would like to tailor the services being provided by the authorized trade office for Pennsylvania in Australia and New Zealand, advance notice and coordination is required.
- All participating companies must provide information on the results attained through participation in this program to the Pennsylvania Department of Community and Economic Development. "Results" are current and future sales and dealings transacted as an outcome of attending the trade show. This information is confidential and will be held in strictest confidence.

\_\_\_\_\_  
Authorized Representative (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date