

GLOBAL TRADE MISSION: AUSTRALIA

SYDNEY AND MELBOURNE
NOV. 8-16, 2024



LEARN MORE

If you have questions about this program, please contact:

CHAD HOFFMAN
Market Development Director
Tel. 608.210.6890
chad.hoffman@wedc.org

AN ESTABLISHED, MATURE MARKET WITH DIVERSIFIED OPPORTUNITIES

The Wisconsin Economic Development Corporation is organizing a trade mission to Australia to help Wisconsin companies connect with potential partners and other intermediaries in this market. Participants benefit from the firsthand knowledge of Wisconsin's in-market trade representative, receiving market intelligence customized for their company and product/service offerings. One-on-one meetings are arranged based on each company's specific needs; with logistics handled for them, participants can focus on getting the most out of each meeting.

Companies do not need to have prior export experience to benefit from this trade mission. Whether companies are new to this market or are looking to expand their presence there, they are invited and encouraged to participate, as long as they view exporting as an integral part of their overall growth strategy.

In addition to a customized meeting schedule, each participant in the trade mission will receive a market assessment for Australia, detailing considerations to keep in mind when introducing their product or service into this market. WEDC has eyes and ears on the ground in the form of Wisconsin's in-market authorized trade representative—thus making it easier for Wisconsin companies to find local partners they can trust and taking some of the guesswork out of launching in a new market or growing exports within the market.

Cost: \$2,500 for a Wisconsin exporter of goods or services (\$2,200 for each additional participant from the same company)

This subsidized cost includes the following personalized services for trade mission participants:

- Market research and customized one-on-one appointments with potential customers, agents, distributors, and other market intermediaries
- Introductory briefing covering Australia's economic climate, culture and business environment, expectations, and strategies for success
- Hotel accommodations for the duration of the program
- All scheduled ground transportation within and among program cities
- Some group meals

The registration deadline for this Global Trade Venture is **Sept. 6, 2024**.

For more details and registration information, visit wedc.org/australia24.

LOOK FORWARD ►