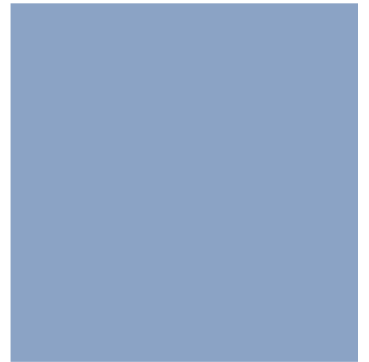


Trade and Export Toolkit



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Overview

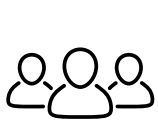
Tasmania is renowned for its premium products and services. The Tasmanian Government encourages businesses and exporters to make the most of this strong brand awareness when planning export activities.

This toolkit has been developed to support you throughout your export journey. It will help you to:

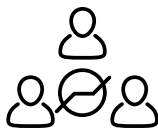
1. Understand Tasmania's trade and export landscape
2. Assess whether you are ready for export
3. Identify available resources and market opportunities
4. Develop an export plan
5. Plan your logistics

Tasmanian trade and export landscape

Tasmania's export sector is critical to the state's economic future and growth. According to Austrade data, compared with non-exporting businesses, exporting businesses:



Employ 23.8 per cent more staff



Enjoy 13.4 per cent greater labour productivity



Offer 11.5 per cent higher average wages



Invest 7.6 per cent more in capital expenditure

Our products and services are in demand internationally. In the 2019–20 financial year, the nominal value of Tasmania's goods and services exports was \$5.014 billion, an increase of 4.3% compared with the 2018-19 financial year.

The tourism and international education sectors lead our service exports.

Our top 10 international export commodities are:



Processed metals and metal products



Ores and concentrates



Wood and paper products



Seafood products



Meat products



Dairy products



Other food and beverages



Fruit and vegetable products

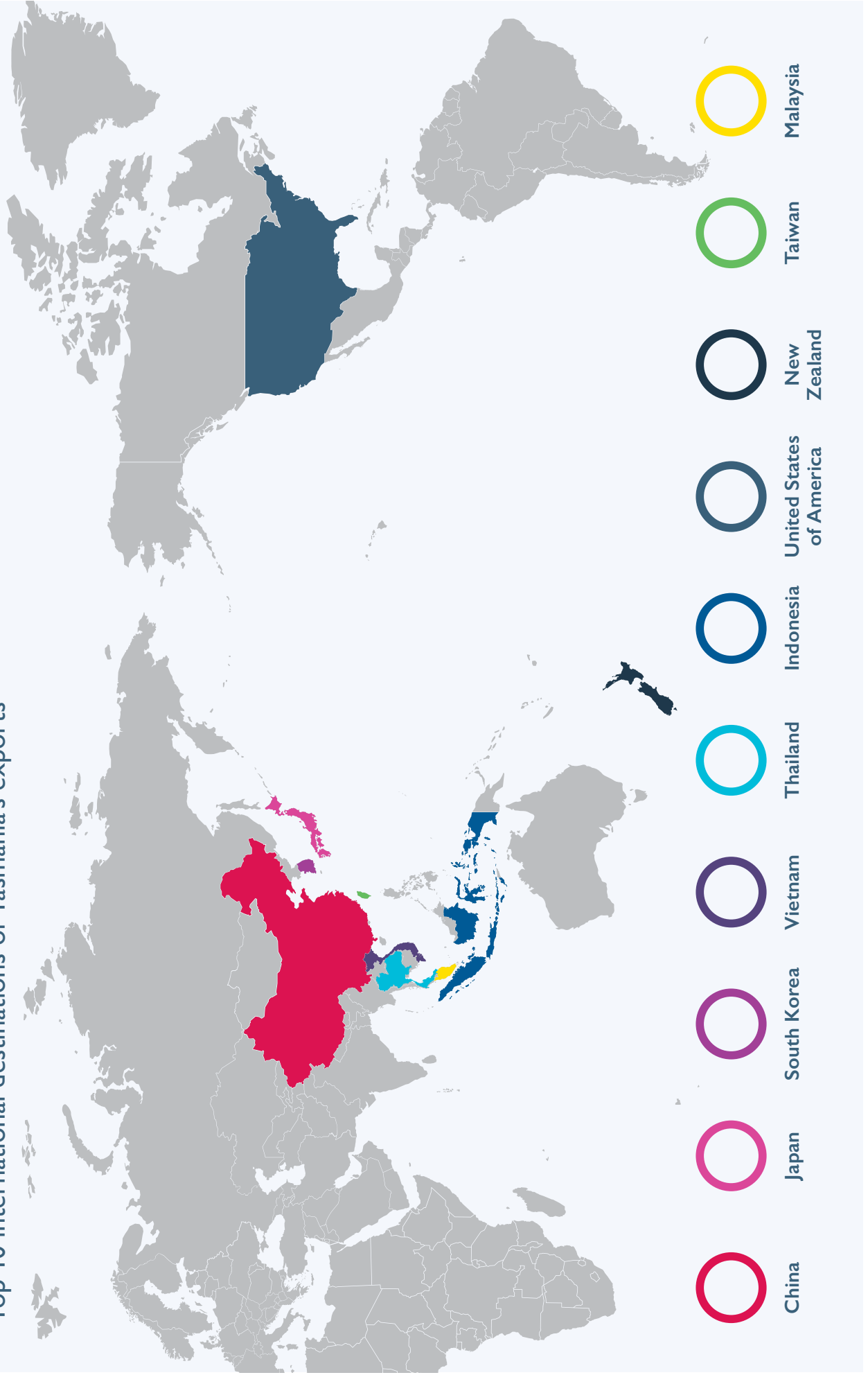


Animal and vegetable based products



Machinery and transport equipment

Top 10 international destinations of Tasmania's exports



Tasmania's trade interests are currently supported by a number of bilateral and multilateral free trade agreements, to which Australia is a signatory. These agreements cover a significant proportion of Tasmania's key export destinations.

The Tasmanian Trade Strategy (the Strategy) was developed by the Tasmanian Government as a coordinated, whole-of-government approach to growing trade, both domestically and internationally.

The focus of the Strategy is on providing the right conditions for all Tasmanian businesses to succeed, adding value to existing business activities, and expanding our international influence.

Tasmanian Trade Strategy 2019-2025



[Click to read online](#)

Department of State Growth



To grow Tasmania's trade to \$15 billion by the year 2050.

Priorities include

1. Build trade in key sectors
2. Showcase Tasmania in priority markets
3. Support trade logistics and market access
4. Build export capabilities of Tasmanian businesses

Key sectors

Advanced manufacturing
Food and agribusiness
International education
Resources and energy
Science and technology
Tourism

The Department of State Growth releases an annual action plan for the Strategy that details the coordinated trade and sector-specific actions planned for the year ahead.

Visit www.trade.tas.gov.au to access these plans for your own export planning,



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I. Getting started – planning your export activity

I.1 Assess your export readiness

Expanding into an unknown market presents both opportunities and challenges. Successful Tasmanian exporters who have built up their sales in key markets say that the export journey takes time, energy, commitment and money.

Whether you are a first-time exporter, or an exporter who wants to diversify, the following checklist will help you test your export-readiness.

Export-readiness checklist

- | | |
|---|--|
| <input type="checkbox"/> We have a product or service that is successful in the Australian domestic market. | <input type="checkbox"/> Our management team is committed to exporting. |
| <input type="checkbox"/> We have identified potential overseas markets for our product or service. | <input type="checkbox"/> We have the financial resources (budget) to support the marketing, distribution and servicing of overseas markets. Our bank is prepared to back us. |
| <input type="checkbox"/> We have estimated the market size, the strength of competitors in our export markets, that our pricing fits the market, and how our products are positioned in the target market. | <input type="checkbox"/> We know about export payment mechanisms and options, such as payment up-front by direct credit to our bank account, letters of credit and International Commercial Terms (Incoterms). |
| <input type="checkbox"/> We have considered the necessity to modify our product or service to meet the needs of overseas customers and understand the impact of this. (Consider the overseas economy, buyer needs, cultural and religious preferences, climate, seasonality, government regulations). | <input type="checkbox"/> We, our investors, our employees and our families are prepared to make a long-term commitment to exporting. |
| <input type="checkbox"/> We have the capacity to support new markets (people, production capacity, time). | <input type="checkbox"/> We have an export plan with defined goals and strategies. |

If you agreed with seven or more of these statements, you are likely to be ready to export. If you agreed with between four to seven statements, you have good potential to export. If you agreed with less than four statements, more work might need to be done before launching an export plan.

1.2 Seek the right advice

Whether you are a first-time or experienced exporter, you are not alone. There are plenty of resources available to help you.

Tasmanian Government support

The Tasmanian Government's Department of State Growth has a dedicated trade team to help you access a range of Tasmanian resources, opportunities and assistance to build your export capacity, including:

- information about developing your skills and contacts through seminars, workshops, webinars and networking activities, often listed on the Trade Events Calendar at www.tradeevents.tas.gov.au
- through the in-market presence of a dedicated Tasmanian Business Development Manager
- a program of domestic and international trade shows and missions to help you build your off-island and overseas trade
- resources to help you attract customers in your target locations, available through the Brand Tasmania website at www.brandtasmania.com
- a number of inward buyer visits each year
- the Tasmanian Export Awards, held annually to celebrate the achievements of Tasmanian exporters of all sizes and across all sectors
- information about financial support to explore trade opportunities in key markets, improve supply chains and develop clusters through the Accelerating Trade Grant Program
- opportunities to build stronger links with your customers through the Buy Something Tasmanian portal at www.buysomethingtasmanian.com.au.

For more information about all of these resources:

- Visit the Department of State Growth website at www.trade.tas.gov.au or email the trade team at trade@stategrowth.tas.gov.au
- Follow Trade Tasmania on LinkedIn at www.linkedin.com



Other support

You can also access other support and resources, using the below:

- TradeStart Advisers – who can help you identify market opportunities, prepare your export plan and implement a market entry strategy, as well as identify potential sources of financial assistance.
Visit the TradeStart webpage at www.austrade.gov.au for more information.
- Austrade, the Australian Government's trade, investment and education promotion agency – managers of the Export Market Development Grants scheme for small to medium aspiring and growing export-ready businesses.
Visit www.austrade.gov.au for more information.
- Department of Foreign Affairs and Trade – where you can access:
 - trade statistics on import and export values by country and region
 - information about Australia's free trade agreements
 - information about Australian exporters' obligations in relation to sanctions, bribery and corruption
 - the opportunity to register with the Australian Government when travelling to potentially risky destinations.Visit www.dfat.gov.au for more information.
- Department of Agriculture, Water and the Environment – where plant and animal product exporters can access:
 - a table that summarises quarantine and other requirements at overseas ports
 - guidelines on how to treat wooden packaging to ensure it will clear foreign customs and quarantine
 - information about export documentation.Visit www.agriculture.gov.au for more information.
- Export Finance Australia, the Australian Government's export credit agency – where you can access loans, guarantees, bonds and insurance products.
Call 1800 093 724 or visit www.exportfinance.gov.au for more information.
- IP Australia, an Australian Government agency – where you can get assistance to protect intellectual property such as patents, trade marks, designs and plant breeder's rights.
Visit www.ipaustralia.gov.au for more information.
- The Tasmanian Chamber of Commerce and Industry – where you can get assistance with export documentation including Certificates of Australian Origin.
Visit www.tcci.com.au for more information.

1.3 Market research

Market research helps you to understand how a market operates. It also helps you to assess market opportunities and the difference between markets. It normally involves researching import duties, regulations, distribution channels, market size and growth, competition, demographics, culture and local production.

Where do I start?

The first step is to develop a short list of markets. Jump online and research, attend some workshops and webinars, and chat to a TradeStart Adviser.

The next step is more focused. Research your product or service to understand the differences between your product or service and what is available in-market. Austrade can assist you with commissioned market research through overseas offices or affiliates. Market research companies offer sections of their reports or their full reports.

Finally, it is time to jump on a plane and go to market. This is when you start to present your product or service to the market and test potential buyers' reactions. You can do this at a trade show or specific marketing event.

The Accelerating Trade Grant Program supports Tasmanian businesses on a co-contribution basis to conduct market research and business-matching activities, and to participate at domestic and international trade shows and events. Visit www.trade.tas.gov.au for more information.

The key purpose of conducting market research is to understand what makes your product or service stand out and if it can be competitive in-market.

Make sure you understand the country or region you will target

What is the size of the market? What are the demographics of your chosen market? What percentage of the target market will buy your product? What is the customer purchasing behaviour in this market? Is there a recognition of Tasmanian products or services? In some locations, you will be able to obtain this information from government agencies or industry associations. In other locations, you may need to source data from some market research companies.

Analyse the consumer or business segments that will buy your product or service

What is the population in your target market? Where are they located? Is it necessary to modify your product or service? Are there industry or government regulations that you will need to consider? Are there cultural or religious factors that may influence acceptance of your product or service? What language/s do your customers use?

Assess your competitors

Who are your competitors? What do they offer? What are their price points? How do competitors promote their products or services?

Find out what distribution channels are available

What method will you use to enter the market – agent, distributor, other? How will you distribute your product or service? If you are a product exporter, you must consider the costs and potential delays in transporting products to distant markets. Overseas buyers may demand the same level of service from you as they do from their local suppliers.

Regulatory issues

Will you require a special licence to operate in your target market? Will it be necessary to submit to trials or tests before you can operate overseas? Will your labelling comply with their government standards? What level of warranties and after-sales service will you need to provide? In some locations, quarantine regulations are open to different interpretations and are likely to change frequently.

Useful resources

Research on international markets, including import regulations

- Find out about market profiles at www.austrade.gov.au

Information about tariffs and import duties/surcharges

- The Free Trade Agreement Portal at www.ftaportal.dfat.gov.au
- The Tariff Download Facility at www.who.org
- The Free Trade Agreement webpage at www.ftaportal.dfat.gov.au

Import and exports statistics for export market selection

- Market analysis tools at www.intracen.org
- Food and agriculture data for over 240 countries and territories at www.fao.org



Time	Flight	Destination	Gate
12:00	OD 1961	SYDNEY	06
12:15	PN 0034	MELBOURNE	18
12:20	T3 0529	BRISBANE	32
12:30	PN 2415	PERTH	14
12:50	GI 1872	ADELAIDE	09
12:55	T3 0944	GOLD COAST	27
13:20	SF 2778	CANBERRA	20
13:45	OD 0061	HOBART	31
13:50	BK 1532	CAIRNS	04
14:05	OD 3487	DARWIN	12
14:30	PN 0194	SYDNEY	03
14:35	SF 0028	BRISBANE	08

2. Develop your export plan

2.1 Consider your reason for export

Build your export plan around your vision of export success. What are you wanting to achieve and what are your expectations?

- To manage market risk by spreading the risk across domestic and off-shore markets?
- To achieve economies of scale, leading to better utilisation of your current assets and lower costs?
- To grow your business by selling into new markets?
- To take on the challenge and opportunity to sharpen your innovative edge through exposure to competition?
- To take advantage of seasonal differences by selling your product or service into offshore markets when demand is slow in the domestic market or when your products are counterseasonal to the market (for example fruit and vegetables, or clothing)?

Your export plan should be a supplement to your business plan. It should describe the direction of your business in international markets over five years, your growth expectations, and the full suite of resources, including financial resources, required to enact the plan.

This plan needs to be a living document, updated regularly as circumstances and opportunities evolve. A well-written export plan will help you to communicate your vision to your employees, your board of directors, investors, accountant, banker, as well as potential offshore partners.

Useful resources

A template for an export plan.

See [Appendix I](#) of this toolkit.

Assistance to prepare your export plan.

Contact a Tasmanian TradeStart Adviser through the TradeStart webpage at www.austrade.gov.au

Find out about helpful export webinars, seminars and workshops by checking the Trade Events Calendar at www.tradeevents.tas.gov.au

2.2 Plan your market entry approach

How will you distribute your product or service in different markets? You have many options.

Sell online. You can set up your own online store on your website or sell via an established e-commerce operation offshore. The largest of these platforms are Amazon.com and eBay (which support the retail trade) as well as Alibaba (which supports business-to-business trade). Austrade has developed an e-commerce guide for Australian businesses which you can access at www.austrade.gov.au.

Distribute via a fulfilment service provider. An organisation that will receive your goods and store them, receive orders, and package and ship the items to the end consumer.

Appoint an agent to represent you in your export market. An agent is legally authorised to act on your behalf. Typically, an agent does not take ownership of your goods or services and is paid a salary, retainer or commission, or a mix of all three. You may be able to find an agent who brings an established customer base, marketing expertise and the capacity to grow the market for your product or service. The legal rights and duties of agents and representatives are different in different countries. Remember to seek legal advice from a lawyer who specialises in international commerce before entering into any agreements.

Appoint a distributor to be your single export customer for a country or a region. The distributor is responsible for marketing, promotion, delivery, customer service and returns. Distributor agreements are often performance-based and time-bound. The distributor adds a margin to sell your products to a wholesaler or retailer.

Export indirectly. Selling to consolidators in Australia or to Australian-based buyers for overseas companies.

License your product or service to an offshore company. A licence gives the purchaser the right to make and sell the product or service in return for a set fee or royalty.

Franchise your product or service to overseas operators.

Set up an offshore operation and market your product or service directly in-market. This approach will allow you to retain control over your product or service, distribution and pricing.

Establish a joint venture. This is when an exporter and an offshore firm set up an entity and both parties invest capital and resources to build a new business.

Choosing the right partner to work with is critical to export success. Be sure to carry out careful due diligence before entering into any agreement.

Remember to consult your lawyer, accountant or business adviser before you sign any agreements or contracts.

2.3 Important considerations when drafting your export plan

Export staffing

Assess the capacity of your staff to handle:

- export enquiries
- export marketing activities
- increased volume for export
- international market visits or inward delegations.

Unique selling points of your product or service

Use your market research to identify your unique selling points (USPs) and build your export and market plans around them.

- List what you know about your customer (retail customer and end user) and what the needs are that your product or service could meet. What gap can your product or service fill?
- Screen these against upcoming trends and competitors. Remember that you are working on a unique selling proposition (USP), so only look for the gap.
- Consult with your in-market stakeholders to test your USPs against competitors. Only pick the strongest USPs for your business.
- Test your USPs again. Do they convey the benefit of your product or service properly and strongly? Is it memorable? Is it really unique? Does it solve a problem/provide an opportunity?
- Evaluate your planned activities using your USPs as a benchmark.
- Monitor upcoming trends and competitor responses.

Product or service packaging and labelling

- Ensure your product is presented in an attractive way to customers in the chosen markets and stands out from the competition.
- Ensure the packaging, including colours, takes into consideration cultural norms.
- Be aware and prepared for any changes you will need to make, including compliance with government regulations and legislation in the market.

Costs and pricing

- Consider your marketing budget. Assess how much you can spend on:
 - website optimising for international trade plus social media
 - development of promotional material including videos
 - market visits
 - translation and interpretation
 - trade shows and other promotional expenses
 - product launches.

Costs and pricing continued

- Consider market pricing:
 - Where would you like to target your pricing relative to your key competitors? Some markets will offer significant opportunities for price variation. Other markets will be price-sensitive, and you will be obliged to meet the market price.
- Consider the additional expenses of exporting your product or service including expanding your operations or setting up new facilities, licensing for export, certification, legal costs, costs of protecting your trade mark in an international market and, in the case of product exports:
 - the cost of a research organisation or Austrade to locate a distributor or partner in-market
 - packaging and labelling to meet specific international market standards
 - local freight transport, shipping (sea or air), ground transportation, insurances, storage fees (if third party warehousing applies)
 - marine insurance (if you are responsible for sea transport)
 - depending on the Conditions of Sale and Incoterms used, possible import duties and taxes, customs and broker fees
 - the agent's commission, if using an agent.
- Consider how you will structure payment terms to make sure you maintain your competitive edge, ensuring payment is never in doubt.
- Consider how you will sell. Via a retailer? If so, what is the appropriate mark-up in the target location? After the mark-up, will your product be competitively priced in the store?
- Consider AUD currency fluctuations. Should you reconsider your export pricing?
- Consider price calculation. You have a few options:
 - The cost-plus method, where exporters take their domestic production costs, add the costs of exporting, and arrive at an export price. Export costs include administration, research and development, overhead, freight forwarding, distributor margins, customs charges and profit. Be aware that this method may result in pricing that is uncompetitive in the target market.
 - Marginal cost pricing, which occurs when exporters choose to charge their export customers less than the average cost of production to ensure they are price-competitive. Typically the exporter will aim to recoup the cost of producing the additional ("marginal") units, along with a small profit.
 - Buyer-based pricing, which starts with an assessment of the amount buyers will be prepared to pay. Exporters then work backwards to engineer their delivery system to meet the market.

Always present your export pricing in AUD unless you have spoken to the international desk of your bank regarding exchange rate risk.

Useful resources

Export pricing template

See [Appendix 2](#) of this toolkit.

2.4 Understanding letters of credit, bonds, guarantees

Documentary Letter of Credit

A Letter of Credit is issued by the buyer's bank and guarantees that a buyer's payment to a seller will be received on time and in the correct amount provided that documentation conforming to the conditions outlined in the credit is received by the bank. In the event that the buyer is unable to make payment on the purchase, the bank is required to cover the amount outstanding.

The bank also acts on behalf of the buyer (the holder of the Letter of Credit) by ensuring that the seller is not paid until the bank receives confirmation that the seller has performed their duties under the underlying contract.

Most letters of credit are governed by rules set down by the International Chamber of Commerce (UCP 600).

Bonds and guarantees

In international trade, overseas buyers often require one or more bonds or guarantees. As a new or expanding exporter, your ability to compete overseas will be improved if you are able to provide these if needed.

Advance payment bonds. At the start of an export contract, an overseas buyer may agree to make an upfront payment in advance of delivery of the goods or services. While this payment provides the exporter with cash to finance the contract, the buyer may need assurance that their upfront payment will be returned if the exporter does not complete the contract. An advance payment bond provides the buyer with this security.

Bid bonds. When bidding for large offshore contracts or overseas governments' work, exporters may be required to lodge a bond in support of the bid. The bond guarantees that, if successful, the exporter will proceed to contract.

Performance bonds. This type of bond provides assurance to importers that, in the event that the exporter does not perform, they may draw upon the bond to reduce their losses.

Warranty bonds. This type of bond protects importers from loss if the goods or services do not meet the seller's contractual warranty obligations.

US bonding line. Exporters to the USA are typically required to provide a bond from a registered US surety bond issuer as security against their performance obligations.

Useful resources

International Chamber of Commerce documentary credits.

Visit www.iccwbo.org

Export Finance Australia.

Visit www.exportfinance.gov.au

Your bank or financial services provider.

2.5 Manage export risk

It is commonly agreed that exporters face three key risks – exchange rate risk, the risk of not getting paid, and intellectual property risk. Product exporters also face the additional risk of damage or loss of goods before payment.

Fortunately there are strategies to mitigate these and other risks.

Exchange rate risks. Adverse movements in exchange rates are an inherent risk in export trade. For example, if you pay your suppliers in Australian dollars and receive payment for your exports in US dollars, unfavourable shifts in the exchange rate may erode your profit margins. A foreign exchange facility (or hedging) helps protect export profits from exchange rate fluctuations by locking in rates at pre-determined levels.

The risk of not getting paid. Partners, suppliers or customers may default, or become insolvent. Your best protection is careful due diligence. Credit insurance (or trade credit insurance or business credit insurance or export credit insurance) is a risk management product offered by private insurance companies and export credit agencies to protect exporters against loss due to payment default, insolvency or bankruptcy.

Intellectual property risk. is the threat that foreigners will steal your design, invention or know-how. Intellectual property protection is a critical part of any export plan. Visit IP Australia's website at www.ipaustralia.gov.au for more information.

The risk of damage or loss of goods before payment. Many organisations offer insurances to cover losses through shipment by road, rail, air or sea. A freight forwarder is well-placed to advise on the best approach.

Political risk. Export profits can be eroded as a result of political decisions in your target country. Adverse political actions can range from the very detrimental, such as widespread destruction through a revolution, to those of a more financial nature, such as import restrictions, import taxes or laws preventing the movement of capital.

Trade Credit Insurance may include a component of country risk insurance. Some exporters who target high-risk countries choose to take out country risk insurance which provides protection against specific, nominated risks.

There are also numerous commercial risks that Tasmanian businesses face.

- Potential disputes over the ownership of intellectual property, including systems, databases, source codes, templates, case studies, manuals, and know-how.
- Corporate productivity risk as a result of poor staff performance management, poor communication, technology factors, and poor relationship management.
- The risk of insufficient insurance (product liability, public liability, professional indemnity, key person).
- Legal risks arising from insufficient knowledge of the regulatory system.

Economic disputes and some other global uncertainties that arise from time to time may impose extra risks to exporters.

There are also risks that are outside of your control, such as the recent coronavirus COVID-19 pandemic.

Your best risk protection is preparation and sound planning. Successful Tasmanian exporters:

- monitor events in their export markets and act quickly if circumstances change
- plan well – they develop a risk management action plan in advance to ensure they are ready to respond swiftly to the more likely adverse scenarios
- diversify their markets, including selling locally and to the Australian domestic market.

2.6 Plan your export logistics

Make sure you understand contract terms, freight, logistics, insurance, export documentation, customs and duties, and international legal issues. They are all important factors in export success.

Understanding contract terms

The International Chamber of Commerce publishes a series of Incoterms, which are pre-defined commercial terms that are widely used in international commercial transactions or procurement processes. The Incoterms rules are intended to clearly communicate the tasks, costs, and risks associated with the transportation and delivery of goods.

The Incoterms rules are accepted by governments, legal authorities, and practitioners worldwide for the interpretation of the most commonly used terms in international trade. They are intended to reduce or remove uncertainties arising from different interpretations of the trade rules in different countries. Incoterms are regularly incorporated into sales contracts worldwide.

You should know and understand Incoterms and the implications of each of the options as to who pays for what (buyer or seller) and where the risk transfers.

Visit the International Chamber of Commerce website at www.iccwbo.org to find out more about Incoterms.

Planning freight and warehousing

The movement of goods overseas may be organised directly with a shipping line or an airline; however, many exporters use the services of a freight forwarder (sometimes known as a forwarder, forwarding agent or logistics company).

A freight forwarder does not move the goods but acts as an expert in supply chain management. Forwarders contract with carriers to move goods by ship, airline, truck or railroad. It is not unusual for an export shipment to move on multiple carriers. International freight forwarders have expertise in preparing and processing customs and other documentation, and in performing a multitude of specialist administrative tasks such as issuing transport documents (for example, a bill of lading for sea shipments or an airway bill for air shipments).

For information about freight forwarders contact:

- A Tasmanian TradeStart adviser
- Customs Brokers and Forwarders Council of Australia: www.cbfc.com.au/default.aspx
- Australian Federation of International Forwarders: www.afif.asn.au



3. Boost your international success

3.1 Market visits

Practice makes perfect. No matter how much market research you conduct in Australia, at some point you must visit your target market. A well-planned market visit will allow you to:

- build personal relationships with potential stakeholders, agents, distributors, customers and suppliers
- test your assumptions about the market structure, customer preferences and the legal, economic and cultural environment
- visit relevant retail establishments
- understand the competition level and seek feedback from locals
- identify potential partners.

You might choose to participate in international trade shows before launching your product or service into the market. This will help you fully understand the market environment, build up your brand profile, and prepare a robust market-entry plan.

You can also participate in domestic trade shows before going overseas. This will allow you to adjust your organisational capacity for export, understand potential unique selling points, and develop promotional materials.

Through the Tasmanian Trade Strategy, the Tasmanian Government coordinates international trade and investment missions and domestic and international trade shows to promote Tasmanian products and services, the Tasmanian brand, and attract investment into the state.

Participating in the right trade mission or trade show will help you to leverage the Tasmanian brand and be supported by a coordinated effort to promote your product or service to your target markets. Depending on the mission or trade show, the Government may offer places through an Expression of Interest process. The program may also include activities in addition to the mission or trade show such as a Tasmanian showcase event or a market research study tour.

Learn more about preparing for a Trade Show.

Visit [Appendix 3](#) to access a Trade Show Checklist to learn more about participating in a trade show or other trade event.

3.2 Finding interpreters/translators

When it comes to exporting, it is important that you send out the right message to your customers and partners, and that you properly convey technical and legal information. You may need the services of a translation and interpretation professional in order to attract and communicate with your target audience.

Visit the National Accreditation Authority for Translators and Interpreters' website at www.naati.com.au to access an online database of all accredited translators and interpreters in Australia.



Appendices

Appendix 1: Export plan template

Appendix 2: Export pricing template

Appendix 3: Trade show checklist

Appendix I: Export plan on page

Vision and values	Strategic position and risk to exporting	Market selection and customer	Market entry and distribution	Experience delivery
Key measures <ul style="list-style-type: none"> • Client satisfaction survey • Staff satisfaction survey • Business financial KPIs 	Key measures <ul style="list-style-type: none"> • SWOT analysis • Budgets and cashflow • Financial KPIs 	Key measures <ul style="list-style-type: none"> • Regulatory approvals • Ability to make profit in export markets 	Key measures <ul style="list-style-type: none"> • Internal client service KPIs • Viewership/statistics from communication channels 	Key measures <ul style="list-style-type: none"> • Customer satisfaction • Customer retention statistics • Social media comments
Core purpose Why does your organisation exist, what are you trying to achieve for your customers? Vision What does your organisations future look like? Values What are the values that you, your team and your organisation live by? Value proposition What makes your business so important to your customers, what makes you different?	Strengths XYZ Weaknesses XYZ Opportunities XYZ Threats XYZ Financial position Cashflow Forecasted revenue and profits People Who in your team are critical to export success? Scaling your business What is stopping you growing your business?	Markets What markets do you want to export to and why? Are these markets easy to enter? (regulation, distribution, culture, legal and financial) Customer segments Who do you want to sell to in these markets? Does your product or service match their tastes and expectations? Competitor analyses Which of your competitors are currently in market? What is driving their success? Product positioning Does your product need to adjust to match new markets? Where is your product going to be positioned? Price What do you need to charge a customer to make the required profit?	Distribution How do you intend to get your product to market? (distributor, direct agent, direct exporting, e-commerce) Duties, regulations and permits What are the licensing and customs requirements to export from Australia into the country of origin? Legal, insurance and intellectual property What potential issues can arise within the export market? Strategic partnerships What are the key relationships that need to be formed for business success? Exporting costs What are the hidden exporting costs that need to be factored into pricing for each market?	Freight and logistics Which freight forwarder will you use to transport your goods? What delivery terms do you desire? (Incoterms) Customer care What types of customer support, warranties and return policies are needed? Stock control and production Can you deliver on projected export demands? What success looks like What are your one, three and five year milestones for success?

Appendix 2: Export pricing template (cost-plus worksheet)

This template will guide you to calculate the input costs and the cost-plus price for exporting goods overseas.

Item	Costs	Totals
Manufacturing costs + Export packaging (seller responsible for packing cargo suitable to the mode of transport that the goods will transit by) + Profit margin less any discounts/rebates/volume discounts/sales commission = Selling price ex works (EXW) – named place		
+ Transport and insurance costs from plant to place of loading (train/truck) = Selling price free carrier (FCA) – named place		
+ Transport costs from origin place of loading to origin shipping port + Unloading at harbour + Transport insurance to origin shipping port = Selling price free alongside ship (FAS) – named place		
+ Storage costs if applicable, origin terminal handling charge (THC), loading onto ship + Costs for export clearance + Commission of port agent if applicable = Selling price free on board (FOB) – named place		
Multimodal transit + Freight to port of destination = Selling price carriage paid to (CPT) – named place		
Multimodal transit + Marine insurance = Selling price carriage and insurance paid (CIP) – named place		
Seafreight only + Freight to port of destination = Selling price cost and freight (CFR) – named place		
Seafreight only + Marine insurance = Selling price cost, insurance, freight (CIF) – named place		
+ Additional costs for full transport insurance + Destination terminal fees for unloading from carriage conveyance = Selling price delivered at terminal (DAT) – named place		
+ Delivery to local named destination - Excludes customs clearance and payment of duty and taxes if applicable = Selling price delivered duty unpaid (DAP) – named place		
+ Customs clearance costs – duty and taxes if applicable = Selling price delivered duty paid (DDP) – named place		

Appendix 3: Trade show checklist

When your business is export-ready, it's time to present your product or service to the market and test potential buyers' reactions.

This checklist takes you through the things you need to consider to make the most of your participation as an exhibitor in a trade or consumer event (*note: when the term 'trade show' is used in this checklist, it can be taken to refer to either type of event*).

Before the trade show

Make some decisions

☐ **Choose your showcase**

Which product or service do you want to present to the market?

☐ **Set your goals**

What do you want to achieve from exhibiting at a trade show? How will you measure your success?

Your goals might include:

- making a specific number of new contacts
- identifying a number of new buyers
- meeting a number of existing customers
- gaining information about your competitors
- discovering market trends.

☐ **Decide on the type of event that would best suit your goals**

- A trade event – usually known as a trade show, this is a business-to-business event where you interact with your customers such as restaurants, retailers or distributors. You will learn from others in the industry, see new products, and pick up contracts or forward orders.
- A consumer event – this is a public event where you make contact with consumers of your product or service, make some direct sales, and conduct market research.

☐ **Consider partnering with Australian firms, or with overseas agents, distributors or organisations that operate in your target market**

Do some research

☐ **Explore your options**

- Seek guidance from your industry association about trade shows relevant to you.
- Seek feedback from businesses who have exhibited at previous trade shows.
- Find out which trade shows your competitors attend.
- Go to a trade show as an attendee before participating in one.

☐ **Identify and research your targeted trade show**

- Read the feedback reports from previous years.
- Consider the suitability of the date, location, cost of exhibiting, how many other exhibitors are attending, and the type of audience it will attract.
- Find out if there are any presentations or activities that you could participate in.
- Review the trade show's attendee lists and identify new customer opportunities.
- Think about how your product or service would sit within the selection on offer.
- Review the layout of the trade show and consider where your exhibit might be placed.

Plan and prepare

☐ Clarify the markets you want to sell into

- Know what your product pricing will be if selling to a distributor, retailer or a customer.
- If you are planning to export, also understand your product pricing in that market.

☐ Do a cost/benefit analysis

Make sure the benefits of exhibiting at a trade show outweigh the costs to you and your business. Although costs will vary from show to show, there are some likely inclusions.

- Stand space – exhibition stands in a prime location cost more, as do larger stands. Consider partnering with another business to share costs.
- Stand build – the cost will vary according to the type, design and style. A standard-sized stand is approximately 3 metres by 3 metres. The trade show organiser might be able to suggest suitable companies to design and construct your stand. Be aware of any additional plumbing or electrical requirements you may have.
- Stand graphics – it is best to keep artwork and messaging clear and simple.
- Display stands and furniture – you can often rent from the trade show organiser, the venue or a third party, or bring your own.
- Supply of power to your stand for using equipment, appliances and devices – some venues include this as part of your exhibitor costs.
- Internet access – important if you will be making sales transactions at the trade show.
- Equipment and other rentals – consider items such as carpeting or fridges or, if you are preparing food, access to washing facilities.
- Freight costs – the trade show organiser might suggest a preferred freight forwarder. If possible, get a couple of quotes to make sure you are getting a competitive rate and, where you can, consolidate your freight with other exhibitors.
- Hotel stay or other accommodation – best choice is close and convenient to the exhibition venue.
- Travel expenses – include transport and meals and any entertaining you may choose to do.
- Staff expenses – if you intend to take staff, you will need to factor in their travel expenses, overtime, and other costs.
- Clothing – suitable for your industry, with logo so you are recognisable and look professional.
- Marketing and promotion – marketing materials, samples, give-aways, and paid advertising.
- Insurances – trade show organisers may require you to have your own insurances, for example public liability.
- Licences – if you are serving food, you may need a temporary food licence or similar. For domestic shows, each state and territory has its own food safety regulations which you must comply with. Consider seeking professional food safety advice to ensure you are compliant.

☐ Create a realistic budget

☐ Manage your expenditure

- Keep all invoices, receipts, boarding passes and other evidence of expenditure for your own records and for any claims you will make under a grant program.

☐ Organise your participation

- Read the exhibitor's kit carefully. You may have to deal with more than one company, perhaps one producing the show and another that coordinates equipment rental (for example, a refrigerated display cabinet or fridge), telephone lines and electricity. You may need to hire local workers to carry your displays and materials in and out of the venue.
- Book early to maximise 'early-bird' discounts on exhibition space, freight logistics, travel, and accommodation.
- Try to book a stand in a busy aisle adjacent to an entry/exit point and near a popular stand that you expect will attract significant foot traffic.

- If you can't afford a custom display, be creative and make one. Bring your own backdrop, lights, cameras and glossy posters. Most venues provide a cabinet/table, a few chairs and a rubbish bin.
- Develop and produce promotional postcards – unlike heavy brochures, postcards are light and easy to carry. They are also inexpensive to print.
- Prepare a clever giveaway to take with you to the trade show that will ensure your name and your product or service will stay with attendees long after the show is over. You could also stock up on chocolates, sweets or mints that may appeal to your target market.
- Ship products and promotional materials well in advance; arrange freight and insurance.
- Prepare your 'toolkit' – three times as many business cards as you think you will need; small, easy to handle notebooks, spare pens, stapler and staples, sticky tape, powerpoint adaptors, first aid kit, product literature and samples, point-of-sale material and price lists.
- Consider preparing a presentation or short video on a device – the device can also be used at meetings or to capture details of visitors to your stand.
- Develop a system of capturing leads and buyer information.
- Train and prepare yourself and your staff – you will need at least two people on the stand, particularly in busy periods; people who know your product/service backstory, can smile all day, and who can sell your 'message'. Your exhibition team needs to be well-groomed (wearing business-branded uniform if available, and flat comfortable shoes), and attentive to customers; make sure everyone knows your products and their unique selling points (USPs), as well as the trade show's core demographic.
- Set up a schedule that allows you to work at the stand for part of the day and walk the floor the rest of the time, meeting people and making contacts.

Promote your participation

☐ Prepare to promote your presence at the trade show

- Create a media kit or a media release.
- Prepare your 'elevator pitch': your 60-second story which explains the goals and activities of your business, and your product or service USPs. Good pitches are simple, clear and concise, have an element of good storytelling and are delivered with passion. It might be helpful to write down your pitch and rehearse it. Make sure that everyone working on your stand has also learned the pitch.
- Set up interviews in advance with local radio and newspaper reporters.

☐ Spread the word

- Distribute your media release and other written material you have developed.
- Promote your upcoming trade show presence on your website – consider having a temporary landing page to highlight your stand's location, any events your business is hosting, and the times/locations of any presentations or demonstrations you are giving. Include information about the trade show itself and a link to the show's website. You could also provide visitors with an online opportunity to sign up in advance for an appointment at your stand.
- Advertise on social media, through your own social profiles, and by taking advantage of any hashtags the trade show might be using.
- If you have sufficient budget, create an advertising campaign in an industry publication or in the trade show's directory.
- If you are exhibiting at a trade event (as opposed to a consumer event), ask your existing customers to consider attending. If possible, access the event's registration list (there may be a cost involved), and identify the attendees you should focus on.
- Send invitations to potential customers and business partners – include details of your stand's location so they know exactly where to find you.

At the trade show

- ☐ Deliver your media kit/media release to the press room for distribution at the trade show's media conferences. Ask the show's media representatives to arrange introductions to reporters who are covering the event.
- ☐ Make sure that you (and anyone else working at your stand) are clear and consistent with your 'message'.
- ☐ Be clear with potential customers if you are not currently in a position to export or not currently able to meet market requirements.
- ☐ Organise daily social media that is relevant to the market and to the country in which the trade show is taking place.
- ☐ Distribute your promotional material, giveaways and treats to attendees who visit your stand.
- ☐ Circulate and make yourself known – attend a few seminars and all of the group meals. Seek out industry leaders and people who are important to your business. Speak to as many people as you can while waiting in buffet or bathroom lines. You never know who will turn out to be a great contact.
- ☐ If you meet a reporter or producer, be prepared to offer a good quote for their story.
- ☐ If the trade show is running for more than one day, each evening try to follow up the contacts you made that day.

After the trade show

- ☐ **Debrief**
 - Get your whole team together to discuss what went well, what could have been better, and ideas for next time you exhibit at a trade show.
 - Identify potential business opportunities arising from your participation.
 - Document your findings to use as you evaluate and plan for the future.
- ☐ **Evaluate**
 - Consider the investment you made in exhibiting at the trade show. Did you meet your goals? Make sure you continue to measure the results over time.
- ☐ **Follow up leads**
 - Develop a plan of action to guide you as you follow up all the leads and contacts you made at the trade show.
 - Prioritise your follow-up actions, concentrating first on those that show the most promise.
 - Prepare tailored follow-up emails that are personal, refer to the trade show and conversation you had, and include a call to action, for example 'Watch our video here' or 'Order online here'.
 - If you exhibited at a consumer event, review your product feedback and ensure customer details are included in your database or as part of your loyalty program. Consider following up with an email inviting the person to make an online purchase or directing them to outlets where they can access your product/service.

International trade shows

If you will be exhibiting at an international trade show, there are some additional things to keep in mind.

- ☐ Arrange any visas required.
- ☐ Include a budget contingency for currency exchange fluctuations for in-market expenses such as transport, food and incidentals.
- ☐ Make sure freight processes, including customs clearance, are in order for your product.
- ☐ Arrange for translation of your business cards and marketing material if necessary. You may also need to organise an interpreter to support you at your stand. Remember to include these items in your budget and allow yourself plenty of time to organise.
- ☐ Make the most of your international trip. Consider staying in-market for a few days after the trade show to follow up contacts you made locally and to further build your understanding of the local market and culture.

Useful resources

Information about upcoming trade shows

Directory of worldwide trade fairs at www.tradefairdates.com

Directory of worldwide expos and trade fairs at <https://www.expodatabase.com>

Information about co-contribution funding available to support attendance at trade shows

The Tasmanian Government's Accelerating Trade Grant Program at www.trade.tas.gov.au



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