

Media Release

The Hon Martin Pakula MP

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



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FORGING NEW PATHWAYS FOR VICTORIAN EXPORTS

Exporters facing reduced freight capacity will receive assistance from a new Victorian Government program aimed at improving Victoria's international trade pathways and capabilities.

The \$4.7 million *Global Victoria Trade Alliance* program will help Victorian exporters adapt their export strategies to respond to rapidly changing global market conditions.

The Alliance will work with exporters to build export knowledge and connection to international markets as they refocus and recover – delivering tailored training, networking and engagement opportunities through events, virtual trade missions and webinars.

Exporters will also be supported to adapt their business models and supply chain operations to better respond to global impacts by piloting new and innovative solutions for getting products to market.

Through a partnership model with 29 international chambers of commerce, peak industry bodies and business associations, Global Victoria has created a unified approach to global engagement reflecting Victoria's key export markets and leading industries.

The *Global Victoria Trade Alliance* partners play a critical role in Victoria's export sector and will support businesses to use the in-market expertise of Victoria's network of international trade and investment offices.

The Alliance is part of the Government's \$15.7 million *Export Recovery Package* to help Victorian exporters deal with the effects of the pandemic by connecting them to new markets and helping them adapt their export strategies to remain globally competitive.

Exports play a critical role in supporting Victoria's economy, contributing more than \$45 billion annually to the state's economy and helping to support over 330,000 jobs.

More information about the *Global Victoria Trade Alliance* is available at global.vic.gov.au/gvta.

Quotes attributable to Minister for Trade Martin Pakula

"Victorian businesses have shown tremendous resilience and innovation throughout the pandemic and the new Alliance ensures that they can continue to take their products to the world."

"A strong export sector means jobs for Victorians across a massive range of businesses and industries, from farms and regional centres to Melbourne's suburbs and CBD."

"We're supporting businesses with ambitions to grow on a global scale, which is why we have the largest network of international trade offices of any Australian state."