

Media Release

Mr Tim Pallas MP

Treasurer

Minister for Industrial Relations

Minister for Economic Development

Minister for Trade



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BACKING VICTORIAN COMPANIES TO GO GLOBAL AND GROW JOBS

The Andrews Labor Government is connecting Victorian businesses to key international markets and driving jobs growth with a packed schedule of more than 30 trade missions around the world in the next 12 months.

Minister for Trade Tim Pallas today confirmed details of the trade missions, which will take Victorian companies to key regions including South East Asia, the United Kingdom, Europe and the United States.

Supported by a \$5 million investment in the *Victorian Budget 2022/23*, the return of in-person trade missions after two years of disruption due to the pandemic will further boost the state's ongoing economic recovery.

Exports play a critical role in Victoria's economy, contributing over \$44 billion annually and helping to support more than 330,000 jobs. Global Victoria's trade programs have facilitated more than \$3 billion worth of export sales over the past six years, supporting 14,400 Victorian companies in reaching key international markets.

Major Victorian employer Bulla Dairy Foods achieved record sales in China and Singapore last financial year after participating in trade missions.

The benefits of export sales are clear – the company employs more than 800 people in a range of roles with headquarters in Derrimut and plants in Colac, Mulgrave and Dandenong. Bulla started its export push in South East Asia and now sends products to more than 25 markets throughout Asia, the Middle East and the Pacific.

Technology developer Key Options has participated in a number of trade programs including missions to London Tech Week and Big Data World and CommunicAsia in Singapore. As a result, Key Options has opened an office in London to drive sales in the UK market and secured a major deal in Indonesia, South East Asia's largest economy.

In addition to tech and food, the trade missions promote Victoria's capability in key sectors such as health and life sciences, advanced manufacturing and sustainability.

Exporters can also access Victorian trade and investment offices in 14 countries – the largest network of any Australian state or territory – for in-market assistance.

Upcoming trade missions include participation at major international industry events such as Food and Hotel Asia and Big Data World in September and October respectively. For more information go to global.vic.gov.au.

Quotes attributable to Minister for Trade Tim Pallas

"Our trade missions showcase the state's products and services around the world and the results create jobs in every corner of the state."

"We're not waiting for the world to come to us – Victorian businesses are agile and dynamic and so is our trade program."

Quote attributable to Bulla Dairy Foods International Business Manager Sam Zhang

"Participating in major events in Shanghai and Singapore helped us achieve our best results in those two markets last financial year – we know the opportunities that trade missions can bring."

Quote attributable to Key Options Director of Connected and Sustainable Communities Tracey Monahan

"Global Victoria's trade missions help us build market insights, explore market opportunities, expand our networks and identify potential partners and clients, resulting in considerable success for our business."

Media contact: Shaun Phillips 0407 553 763 | shaun.phillips@minstaff.vic.gov.au