

Media Release

Mr Tim Pallas MP

Treasurer

Minister for Industrial Relations

Minister for Economic Development

Minister for Trade



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BACKING VICTORIAN BUSINESSES TO SEIZE GLOBAL OPPORTUNITIES

Victorian exporters are breaking new ground, backed by guidance and support from Global Victoria and the trade promotion agency's network of offices around the world.

Minister for Trade Tim Pallas today launched *Global Victoria = Your Export Partner*, a document outlining the opportunities and services available to Victorian businesses looking to expand into new international markets.

Services on offer from Global Victoria include one-on-one advice and support, the provision of training and market intelligence, as well as trade missions complete with site visits, exhibitions and business matching activities.

Exporters can also access Victorian trade and investment offices in 14 countries – the largest network of any Australian state or territory – with a new office in Paris to open next year.

The Andrews Labor Government responded quickly to support exporters through the challenges of the pandemic, providing a range of initiatives under the \$15.7 million *Export Recovery Package* including virtual trade missions, online export skills development and the Global Gateway grant program to help adapt export strategies.

Initiatives funded through the *Export Recovery Package* along with other trade programs helped local companies achieve more than \$560 million worth of export sales in the 2020/21 financial year.

Food and beverage producer MT Food Group received a \$50,000 Global Gateway grant to increase its brand presence in the United States, which helped boost export projections to that market by \$1 million.

Volunteer and workforce management software company Rosterfy credits the connections made through Global Victoria to its expansion into the US, UK and Middle East, helping it secure key clients such as the Super Bowl, Commonwealth Games 2022, British Heart Foundation and Expo 2020 Dubai.

Exports play a critical role in Victoria's economy, contributing more than \$45 billion annually and helping to support more than 330,000 jobs in sectors such as food and agribusiness, technology, health and international education.

To connect with Global Victoria and read *Global Victoria = Your Export Partner*, visit global.vic.gov.au.

Quotes attributable to Minister for Trade Tim Pallas

"Victorian companies are making their mark on the world stage and that's creating jobs in industries ranging from agriculture to event management."

"If you are running a company and need help to access new markets, reach out to the experts at Global Victoria."

Quote attributable to MT Food Group Director Shirley Bastian

"It's been fantastic to work with Global Victoria to boost our presence in the US market – we look forward to continuing to build on this success."

Quote attributable to Rosterfy Co-Founder and CEO Bennett Merriman

"We scaled internationally very early in our journey and Global Victoria's reach has given us the confidence and connections to do so. Rosterfy's export success in new markets has led to the creation of 15 new jobs."

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