



Australia's Asian Advantage

Reduce your costs, grow your business and improve your bottom line

With the peak of the resources boom long behind us, WA businesses are facing some of the toughest economic conditions in a decade. Asian economies by contrast, are the world's largest and fastest growing. Our proximity to these markets together with Australia's negotiated Free Trade Agreements provide a unique strategic window for WA businesses to capitalise on.

However, there is little technical knowledge available on how WA businesses can use these agreements to improve their global competitiveness, gain significant price advantages on both imported and exported goods and receive preferential market access to these nations.

To find out how you can take advantage of these opportunities attend CCI's workshop or subscribe to our webinar series and grow your business today!

North Asia Free Trade Agreement Workshop – China, Japan & South Korea

What's included:

1. What is a Free Trade Agreement - how are they different and what benefits do they provide
2. How to identify your preferential market access, price advantage and target your exporting or sourcing efforts
3. How FTA's can help you with intellectual property protection
4. How FTA's can assist you with international business ventures or attract international investment to your business
5. 90 minutes of personalised, 1:1 international business advice

Who should participate:

- ▶ **Producers** not aware of the significant price advantages and market access
- ▶ **Existing exporters** not aware of the how to use the FTA's to discount your products to overseas buyers in 17 countries without affecting your margin
- ▶ **New companies** considering exporting
- ▶ **Importers** to understand potential discounts on imports
- ▶ **Freight forwarders** interested in deeper technical knowledge of the FTA's to advise their clients

Workshop Delivery Options

4-Hour Workshop

Date: 9 May 2017

Time: 10.00 am to 2.00 pm (lunch included)

Cost: \$25

Venue: Old Midland Courthouse, 49 Helena Street, Midland



[Register for workshop](#)

4 x FTA Webinars

Dates: 27 April, 4, 11, 18 May

Time: 12.00 – 1.00 pm

Cost: \$25

Speaker: Craig Banks, CCI International Trade Consultant



[Register for webinar](#)

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For more information or to register for this workshop call **1300 CCI FTA (1300 224 382)** or email trade@cciwa.com.

