

ARIC -- Export Rail Cluster for Hong Kong

Information Sheet #1

December 2011

Background

ARIC is now forming an Export Rail Cluster for all current and potential exporters of rail products and services to Hong Kong.

The cluster will operate from January 2011 and provide in depth support to participants through the leadership of local and “in market” rail industry specialists.

The ARIC cluster initiative is supported by the Federal Government’s Rail Supply Advocate, Austrade and ICN. Funding for the cluster’s activities for the next 4 months will come from Industry participants, ARIC, Austrade and Government programs.

More information on the initiative and its mission can be found in the “Hong Kong Export Project Plan” commissioned by Austrade in June 2010. The plan outlines the opportunities for Australian companies in Hong Kong and is available at www.ARIC.com.au.

ARIC is currently calling for expressions of interest in joining the Export Cluster in December, and the cluster will be formed and operational in January 2011.

Benefits to Cluster Participants

The export cluster is a pro active- long term export approach to the Hong Kong rail market.

The cluster aims to minimise individual companies “in market” Business Development costs, reduce the amount of market preparation time and provide targeted “at the source” advice.

The cluster aims to research and provide:

- in depth market advice, for positioning of companies
- market intelligence – competition, package timing,
- customer contacts / decision makers
- contact with “in market” partners
- Business Development assistance to cluster participants on specific opportunities relevant in Hong Kong and China
- assisted contacts with MTR/ Government/ contractors and market partners

Who will head-up the cluster?

ARIC has appointed Mike Garrett, Alan Burns and their Hong Kong associate Dennis Li to provide leadership and in market analysis. Mike and Alan are experienced industry and export specialists and are familiar with all aspects of the Australian Rail industry. Dennis spent over 20 years with MTR in international development.

Mike, Alan and Dennis have a strong relationship with Austrade in Australia and Hong Kong.

Why the cluster approach?

We expect the cluster will be diverse in makeup, so cluster leaders have been selected to provide appropriate support. In the rail industry, suppliers of products, systems and services are diverse and cover technical, construction, operational and support activities.

Cluster Contact: Alan Burns 0418555705 Mike Garrett 0414 233 657
Austrade Contact: Phil Bourke 0400 615 442

Is the cluster limited to assistance in Hong Kong?

It is the aim of ARIC to have Hong Kong as a springboard into the nearby Pearl River Delta

Why is the cluster aiming at the Hong Kong rail market?

Research undertaken by ARIC and Austrade under the Austrade Global Opportunities program found that the Hong Kong rail market is considered the most active and accessible in the region. Over \$14Bn AUD in projects is underway or planned over the next 8 years.

It is the aim of ARIC and the Rail Supply Advocate to also consider opportunities in the adjacent mainland Pearl River delta region.

What level of funding is required?

To provide the funds for the cluster to undertake in market analysis and personally assist companies preparing or actively pursuing business opportunities in Hong Kong, funds in the order of \$3,000 per company will be required. The final cost will be determined based on the take up of cluster membership. ARIC aims for the cluster

How do I join the cluster?

Cluster leaders Alan Burns or Mike Garrett will be in touch with interested companies in December.

Hong Kong activities 2011

Austrade, in conjunction with ARIC, and with support from DIISR and the ICN is sponsoring a 4 day Australian Trade Mission to the market which will support the cluster. The Hong Kong Export Cluster will work closely with Austrade on the Trade Mission following the "Asia Pacific Rail" Conference to maximise opportunities for cluster members.

"Asia Pacific Rail" -- Conference 8-11 March 2011

The regional "Asia Pacific Rail" -- Conference will be held in Hong Kong from 8-11 March 2011. The cluster will be represented at the conference which will be followed by the Austrade Trade Mission.

The Austrade ---- Rail Supplier Mission 14 – 18 March 2011

"Austrade's Rail Supplier Trade Mission to Hong Kong is designed to help Australian suppliers of rail technology and services tap into this significant market. During the four day event, Austrade will introduce participants to the Mass Transit Railway Corporation (MTR), local rail contractors, key players and potential business partners from both the private and government construction sectors in Hong Kong. Participants will also be able to discuss business opportunities directly with these key contacts. This mission will include a group promotional and networking event, as well as a tailored program of individual business appointments for each participant."

For further information call Alan Burns 0418 555 705 or Mike Garrett 0414 233 657