



LEARN ABOUT DEFENSE AND BLUE TECH OPPORTUNITIES IN AUSTRALIA & NEW ZEALAND FOR RHODE ISLAND EXPORTERS

Informational Webinar:

Date: Wednesday, March 24, 2021

Time: 4:00 PM to 5:00 PM EDT

REGISTER HERE

Guest Speakers

Michael Kleine, U.S. Consul General, U.S. Consulate General Melbourne, Australia

Mark Russell, Senior Commercial Officer for Australia and New Zealand, U.S. Department of Commerce

Darren Burrowes, Chief Technology Officer, Blue Zone Group, Australia

Karen Loughran, Director, Defense and Aerospace, Victorian Government Trade and Investment, Washington DC

The Australian and New Zealand Markets

Australia and New Zealand and neighboring English-speaking South Pacific countries share many of the same values and business environments as the United States. The largest countries in the group have a combined market population of 30 million – Australia has 25 million and New Zealand 5 million. If the South Pacific Island nations, including Papua New Guinea, French Polynesia and New Caledonia, are included, the market grows by 12 million people. U.S. manufacturers enjoy a reputation in Australia and New Zealand for producing robust, innovative and reliable products. As a result, in 2019, U.S. exports to Australia totaled \$26 billion, while those to New Zealand totaled \$4.2 billion.

Australia's Defense Sector

According to Austrade, the Australian Government's trade, investment and education promotion agency, the Australian Defense Force plans to invest \$200 billion to upgrade or replace about 85% of its equipment in the next decade. The opportunities extend across a range of defense needs including land, maritime, aerospace and digital/ICT platforms and services.

New Zealand's Defense Sector

New Zealand's Defense Capability Plan 2019 ensures that New Zealand Defence Force troops are adequately equipped and includes investments of approximately \$12.5 billion through 2030. The plan includes money for "space-based systems", e.g., satellite surveillance systems, as well as the traditional land, sea and air funding. NZDF major defense procurements closely align with those of Australia.



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Upcoming State of Victoria Australia / U.S. Virtual Trade Mission

Wednesday & Thursday, May 5 & 6, 2021

5:30-7:30 pm (EDT)

The state of Victoria in Australia is a world-renowned hub of defense industry excellence, advanced manufacturing, and world-class research and development. Victoria's defense sector contributes up to \$8 billion to the state's economy annually. The sector employs approximately 20,000 people: 7,000 in industry and 13,000 in the Australian Defense Organization. It includes more than 400 businesses which make equipment and provide services for defense activities.

Global Victoria Australia is inviting U.S. Defense and Aerospace companies to submit for mission consideration and will coordinate all programmed events.

An overview of the Australian Defense and Aerospace industry will be provided, followed by a one-on-one, 10-minute business-to-business meetings.

Applications are currently open and will close on Wednesday, March 31, 2021

There is no fee to participate. Applications will be subject to an approval process and participation will be at the discretion of the Victorian government.

Additional Matchmaking in the Defense/Blue Tech sectors in New Zealand and Australia available through the customized International Partner Search (IPS) offered by the U.S. Commercial Service (USCS)

The IPS provides U.S. companies with a list of up to five partners/distributors that have expressed an interest in the client's goods/services. The service includes identification and outreach to potential matching firms, sending client's information to identified matching firms, preparing a profile of interested firms, and providing a report with the profile and contact information for interested firms. Companies will reach out to partners in Australia and New Zealand to schedule appointments at their own convenience, with support being provided by the USCS teams if needed.

Eligibility and Pricing

You must be an export-ready U.S. company seeking to export goods or services of U.S. origin or that have at least 51% U.S. content to utilize this service. The fee for an International Partner Search is \$750 per country for small companies under 500 employees. This service may be initiated at any time. An initial intake appointment will be scheduled with the USCS offices in-country.

Rhode Island companies eligible for the State Trade Expansion Program may apply for reimbursement of a significant portion of the USCS fee. For more information on STEP, get in touch with Linda Woulfe, STEP Program Director at lwoulfe@bryant.edu

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