

# News release

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## Focus on doing business in China

Local businesses are already reaping the rewards of a recent delegation to China which aimed to develop business opportunities for the South West.

Southern Irrigation and Pumping, for instance, is currently in negotiations with two manufacturers to import a filtration unit and trial algae treatment products.

The business leads sprung from opportunities uncovered during the 10-day tour of cities such as Beijing and Shanghai.

Southern Irrigation and Pumping owner Stuart Hair said even if they purchased just one of the filtration units, the savings to his business will have offset the trip.

"I would thoroughly recommend to anyone in business that if the opportunity arises to experience the international business community, they take five minutes to give it some serious consideration," he said.

"Even if not to trade directly, there is a whole other world of ideas out there."

South West Chamber of Commerce and Industry president David Kerr, who led the delegation, said economic hotspots around the world had the potential to offer rewards for South West businesses.

"There are increasing opportunities for people to engage in the international marketplace and with applied creative thinking, many other local businesses can be a successful part of the global economy," he said.

"The South West Focus Conference in Bunbury next Thursday April 2 will provide a good starting point for businesses wanting to crack the potentially lucrative China market."

Confucius Institute at The University of Western Australia business development manager Vada Ng, who is speaking at the conference, said an understanding of culture was just as important as the goods and services people brought to the table when trading with China.

“There is an old Chinese saying ‘ru xiang sui su’, meaning ‘enter the village, follow the customs’,” Ms Ng said.

“To be successful in China, one requires an understanding of Chinese culture including meeting formality, dining etiquette, and relationships/networking.

“It is important for one to know and appreciate the cultural differences and how it works.”

Ms Ng will speak about Chinese business culture at the South West Focus Conference.

The event will highlight economic developments in the South West and give local people the chance to learn how to take advantage of international markets.

Guest speakers at the conference include AFL coaching legend Kevin Sheedy, LandCorp chief executive Ross Holt, former Western Australian agent general in London Noel Ashcroft and Vue Group managing director Alan Lindsay.

Also speaking will be Australia Arab Chamber of Commerce WA chair Edmund Damouni, The Confucius Institute at the University of WA business development manager Vada Ng, Perdaman Chemicals and Fertilisers projects director Joseph McCarthy and Austrade Western Australia’s Adam Denniss.

Western Australian Trade Office regional director in India Simon Johnson will host a breakfast function prior to the event.

The South West Focus Conference will be held next Thursday April 2 at Bunbury’s All Seasons Sanctuary Golf Resort.

For more information or to register your interest in attending, visit [www.southwestfocus.com.au](http://www.southwestfocus.com.au)

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