

# Australia-China Trade & Logistics Summit

**Exploring new opportunities for trade and  
strategies to succeed in the logistics sector**



**11th & 12th October 2004 ★ Swissôtel Sydney**

## Ministerial keynote address from:

The Hon. Mark Vaile MP  
**Minister for Trade**



## Post conference workshop

**Engaging China: Strategies for customs  
brokers and freight forwarders**

Wednesday 13th October 2004, 9am – 12pm

Facilitators: Andrew Hudson, Partner, **Hunt & Hunt**  
Ken Vessey, Director, Worldtrade Management  
Services, **PricewaterhouseCoopers**

## Key topics to be explored:

- ▶ The economic outlook for China
- ▶ Strategies to succeed in China
- ▶ Opportunities for Australian exports
- ▶ Understanding regulatory requirements
- ▶ Shipping trends and forecasts
- ▶ Adopting an appropriate logistics business model for China
- ▶ Outlook for 3PL services in China
- ▶ Best practice supply chains between Australia and China
- ▶ Case studies: PTW Architects, Frontier Foods, LNG Project and Pacific Brands

Official publications:

Lloyd's List DCN  
Daily Commercial News



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# Winning strategies for trade and logistics in China



## DAY ONE

**8:15** Registration and morning coffee

**9:00** Opening remarks from the Chair

Jake Klein, President & CEO, **Sino Gold Limited**



### OPENING ADDRESS

#### 9:10 The importance of Australia – China trade: Chinese perspective

- ★ Efforts to further integrate the Australian and Chinese economies and increase trade

Liu Zuozhang,  
Minister-Counsellor for Commerce and Economic Affairs,  
**Embassy of the People's Republic of China in Australia**



### MINISTERIAL ADDRESS

#### 9:25 Strengthening trade links and economic relations with China

- ★ The impact of China's accession to the WTO for Australian business
- ★ Current and future bilateral trade agreements – Australia-China Trade and Economic Framework, progress on the FTA

The Hon. Mark Vaile MP,  
**Minister for Trade, Australia** (subject to availability)



**9:50** Morning coffee

#### 10:20 The economic outlook for China

- ★ Has Beijing overdone the slowdown?
- ★ Which industries will slow most?
- ★ How will Australian exports to China be affected?
- ★ How will China deal with pressures to float Renminbi?

John Edwards, Chief Economist, **HSBC**



### INTERNATIONAL PRESENTATION

#### 10:55 Strategies for successfully doing business in China

- ★ Understanding Chinese business culture
- ★ Identifying operational and managerial differences
- ★ Getting to know the Chinese consumer

Chris Torrens, Director, **Access Asia, China**



#### 11:30 Assessing business opportunities in China for Australian companies

- ★ Demand for resources and commodities
- ★ Opportunities for manufactured goods
- ★ Overcoming export challenges
- ★ Working with Austrade

Dr Dan Sun, Senior Trade Commissioner, Shanghai,  
**Australian Trade Commission, China**



#### 12:05 Understanding the legal framework to successfully export to China

- ★ Customs and tax regimes
- ★ Overcoming regulatory hurdles
- ★ Protecting Intellectual Property

Kevin Hobgood-Brown, Partner, **Deacons Lawyers**  
Vice-President, **Australia-China Business Council**



**12:40** Lunch

#### 1:50 Successfully developing a logistics strategy for delivering construction projects

- ★ Winning projects for the Beijing Olympics in 2008 and lessons for World Expo 2010
- ★ Successfully bidding for Government projects
- ★ Working in partnership with Chinese businesses

John Bilton, Managing Director, **PTW**



PTW is the winner of the international design competition to create the National Swimming Centre for the 2008 Beijing Olympics

### CASE STUDY SESSION

The following presentations will highlight the experiences of leading Australian exporters to China. They will examine the following key issues:

#### Establishing effective supply chains: Overcoming the logistics challenge

- ★ Understanding China's infrastructure
- ★ Working effectively with Chinese port authorities
- ★ Managing relationships with Chinese agents, suppliers and transport companies
- ★ Developing a sales network in China
- ★ Intermodalism
- ★ Challenges: Regulations, congestion, provincial protectionism, rural underdevelopment

#### 2:25 The experience of an exporter of manufactured goods: Frontier Foods

- ★ Opportunities with the rise of MNC supermarkets in China
- ★ Challenges in the field of logistics
- ★ Legal issues of distribution
- ★ China's non tariff barriers - Labelling issues

Samir Kumar, General Manager, **Frontier Foods Ltd**

Case Study 1



**3:00** Afternoon coffee

#### 3:20 The Liquefied Natural Gas (LNG) deal: Winning strategies and lessons learnt

- ★ Building strategic alliances and successful partnership working
- ★ The Guangdong LNG supply deal
- ★ The LNG supply chain – From supplier to customers and off-takers

Song Huat Tan, Managing Director, **West East Holdings Pty. Ltd.**,  
Former Vice President, **North West Shelf Australia LNG**, Vice  
President, **Western Australia Chinese Chamber of Commerce**

Case Study 2



#### 3:55 The perspective of a raw materials exporter

- ★ China's demand for resources
- ★ The logistics challenges of bulk exports

Case Study 3

#### 4:30 Prospects for Australian meat exports to China: Overcoming regulatory and logistics challenges

Tim Kelf, Regional Manager, South East Asia and the Chinas,  
**Meat & Livestock Australia**



**5:05** Closing remarks from the Chair

**5:15** Networking Cocktail Party



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# Winning strategies for trade and logistics in China

## DAY TWO

### Focus on logistics and supply chain management

8:30 Morning coffee

9:00 Opening remarks from the Chair

Jim Harrowell, Partner, **Hunt & Hunt**

9:10 *Shipping trends and forecasts*

- ★ The China Factor: Exports to and from China in the global trade context
- ★ Chinese port development and the reshaping of liner services
- ★ Implications for bulk and container shipping

Steve Meyrick, Managing Director, **Meyrick & Associates**

### INTERNATIONAL PRESENTATION

9:45 *Adopting an appropriate logistics business model for China*

- ★ China's distribution infrastructure
- ★ Integrated distribution and intermodalism
- ★ Overcoming provincial protectionism
- ★ WTO and implications for China's logistics sector
- ★ Impact of deregulation and prospects for the industry 2004-2007
- ★ Advantages and disadvantages of different modes of transport
- ★ Warehousing

John Farrell, Director Service Parts Logistics, Asia Pacific, **DHL**

10:20 Morning coffee

10:50 *Meeting the HR challenges: Understanding Chinese workers*

- ★ Presenting results of Watson Wyatt's WorkChina survey of employee attitudes
- ★ Implications for managers running operations in China

Lloyd Moskalik, Head of Human Capital Group, **Watson Wyatt**

### INTERNATIONAL PRESENTATIONS

11:25 *Hong Kong: The gateway to mainland China?*

- ★ The importance of Hong Kong as a hub port
- ★ Opportunities from the Closer Economic Partnership Agreement (CEPA)
- ★ Hong Kong's logistic strengths and intermodal capabilities

Simon Galpin, Associate Director General, **Invest Hong Kong**

12:00 *The outlook for 3PL services in China*

Mark Millar, Business Development Director, **Modus Asia** Director, **China Supply Chain Council (CSCC), China**

12:35 Lunch

### Imports from China

2:05 *Outlook for Chinese exports to Australia*

- ★ Analysis of major export sectors
- ★ Strategies to successfully export from China to Australia

Shuzhen Liu, Chief Representative,

**China Council for the Promotion of International Trade, Representative Office in Australia** (subject to availability)

2:40 *Best practice supply chains: Importing from China*

- ★ Optimisation of freight and cycle times
- ★ In transit visibility
- ★ Collaborative logistics

★ Update on RFID

Mark Skipper, President and Managing Director, Asia Pacific,

**MARC Global**

3:15 Afternoon coffee

3:35 *Successfully importing from China: Case study of Pacific Brands*

- ★ Pacific Brand's global supply chain experiences

- ★ Working with Chinese suppliers

- ★ Managing relations with transport companies

Mark Daniel, Supply Chain Manager, **Pacific Brands**

4:10 *Balancing logistics capability across product source and destination: A design for importing store ready merchandise from mainland China*

Malcolm Druce, Independent Advisor,

**Druce Solutions Pty Ltd.**

4:45 Closing remarks from the Chair. Close of Summit

### Post-Summit Workshop

*Engaging China: Strategies for customs brokers and freight forwarders*

Wednesday 13th October

Endorsed by



CBFCA members are entitled to a \$100 discount off the standard fee

This workshop is targeted at customs brokers and freight forwarders involved in trading with China. Learn how to manage your operations in this rapidly expanding market and understand how to work effectively with your Chinese counterparts and government agencies. Don't miss this unique opportunity to learn from experts in a practical, hands-on workshop. The sessions are designed to be informal to maximise discussion and brainstorming.

8:00 Registration and coffee

9:00 *Chinese customs: Legal framework, recent regulations and impact for trade and logistics industry*

- ★ China and the WTO
  - Status of China as a member of the WTO
  - Impact on anti-dumping regulation
  - New foreign trade law
  - Implementation of WTO agreements for anti-dumping and valuation
- ★ FTA's and free trade zones
  - Status of FTA negotiations with Australia
  - Free trade zones and regulations for logistics companies and procurement centres
  - CEPA – Duty free from Hong Kong and effect for transport and logistic companies
- ★ Specific customs issues
  - Structure of China customs administration
  - Royalties – Specific valuation issue
  - Declaration issues
  - Express freight operators
  - Penalties and duty recovery

Facilitator: Andrew Hudson, Partner, **Hunt & Hunt**

10:30 Morning coffee

11:00 *Working successfully with Chinese government agencies*

- ★ China customs import hot topics
- ★ Establishing trading entities: Is it better to establish your own operation in China or to work with a local agent?
- ★ Capital equipment: Moving capital equipment in and out of China

Facilitator: Ken Vessey, Director, Worldtrade Management Services, **PricewaterhouseCoopers**

12:30 End of workshop

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