



UNITED ARAB EMIRATES & NEW SOUTH WALES

A dynamic partnership



sydneyaustralia.com



New South Wales Government
Australia



Perfectly positioned and fully equipped to capitalise on all of Australia's rich resources, New South Wales with its harbour capital, Sydney, is the international gateway to the Asia Pacific.

UAE & NSW

TIME TO PARTNER

With such stunning natural beauty, abundant resources, warm, intelligent and welcoming people, and an economy and quality of life that are the envy of the world, the State of New South Wales (NSW) is a wonderful place to call home. And to do business.

MAKE YOURSELF AT HOME

Every year, more and more people and organisations choose to come to Sydney and NSW, enriching the already diverse and vibrant culture and expanding the State's robust and growing economy.

In fact, the economy of NSW now exceeds the national economies of many countries in the Asia Pacific, including Singapore, Malaysia and the Philippines. And with extensive existing infrastructure allied to growth, NSW is a great place to invest.

Of Australia's top 500 companies, 48 per cent are based here. And more multinationals have their regional headquarters in Sydney than any other place in Australia, making it the country's financial and business capital.

The NSW Government can help your company identify investment opportunities in mineral resources, agribusiness and tourism as well as in a range of knowledge-based industries, including finance, ICT, pharmaceuticals, advanced manufacturing and entertainment. We can also help you identify potential suppliers and exporters for your company.

A FINE EXAMPLE OF PARTNERSHIP

Emirates Hotels & Resorts recognised the potential for a world class tourism development in the spectacular foothills of the mountains west of Sydney. Occupying just two per cent of a 1,600 hectare conservation reserve, Wolgan Valley Resort & Spa has been designed to meet the expectations of the high-end traveller with a commitment to environmental sustainability. The NSW Government worked with Emirates over six years to support this investment, helping to resolve site selection, water supply and developmental issues.



An aerial photograph of Sydney, Australia, showing the city skyline with various skyscrapers and the Sydney Tower Eye. In the foreground, there is a large body of water, likely the Sydney Harbour, with a small sailboat visible. The sky is blue with some light clouds. The text 'THE PLACE TO' is overlaid on the left side of the image.

THE
PLACE
TO

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There is a hugely diverse range of growing industries in NSW. From tourism to information technology, and from creativity and the arts to manufacturing. Here's an introduction to two of our strongest sectors.

A GLOBAL FINANCIAL CITY

Sydney, the capital of NSW and Australia's global city, is recognised the world over as a major financial centre.

Benefiting from a time zone that bridges the close of the US and the opening of the European markets, and with strong links with fast-growing Asian markets, Sydney is the perfect place from which to invest or expand an Asia Pacific base.

Banking, non-deposit financing, financial asset management, insurance and superannuation funds and associated finance and insurance services have grown rapidly in recent years.

And the NSW Government is committed to helping Sydney and NSW continue to grow by attracting and supporting new and expanded investment in the financial services sector. NSW is working with the Australian Government to reduce tax and regulatory hurdles and to support the growth of Islamic finance in Australia. NSW is also working with the Australian Trade Commission (Austrade)

An aerial photograph of the Sydney Opera House, a large white building with a distinctive sail-like roof, situated on the water's edge. In the background, the Sydney city skyline is visible, featuring several tall skyscrapers. The water is a deep blue, and a small white boat is visible in the foreground.

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and external trade organisations like the Dubai Export Development Corporation, to position Sydney as a centre of excellence in Islamic finance within the Asia Pacific.

FOOD FOR THOUGHT

From crops and livestock, to production and packaging, to the finished products found in the food service and retail sectors – the agri-food industry is big business in NSW.

NSW is the largest of Australia's food processing States, accounting for nearly 35 per cent of the national industry in value-added terms. In 2009–10, NSW food exports totalled around A\$3.8 billion, with processed exports contributing A\$2.7 billion. This thriving industry has all the ingredients of success – efficient transport infrastructure, access to the fastest growing markets in the world, investment in R & D and robust traceability and certification systems which support our clean green credentials.

A large proportion of national and multinational agri-food corporations have based their Australian operations or established substantial manufacturing facilities in NSW. These include well-known players such as Allied Mills, Arnotts, Coca-Cola Amatil, Darrell Lea, Goodman Fielder, H J Heinz, Kellogg's, Kirin, Manildra, Mars/Masterfoods/Wrigley, National Foods, Nestle, Primo, Sanitarium, Sara Lee and Unilever.

And right now, the Government and industry are working together on initiatives to increase innovation right across the sector, from production to processing, packaging, marketing, supply chain management and more. We're also right behind our industry leading national and global issues of sustainability, food security and human health and nutrition.

UAE & NSW

BILATERAL RELATIONS

For regions so far apart geographically, the UAE and NSW are surprisingly closely connected. There has been significant recent growth in direct air links between the two regions, and there is a large Australian expatriate community living and working in the UAE. Our Embassy in Abu Dhabi estimates that there are around 12,000-15,000 Australian people, and 300 Australian companies, based in the UAE. And, interestingly, a third of all Middle East tourists to Australia are from the UAE.

While overall numbers are modest compared to some other countries, the number of UAE nationals studying in Australia continues to grow, with the UAE being Australia's third-largest education market in the Middle East. In October 2009, there were over 1,500 UAE students in Australia.

Sydney is a global city with all the benefits of multiculturalism and linguistic diversity. Nearly 165,000 people in NSW speak Arabic. And 67 per cent of Australian residents who speak Arabic at home live in NSW.

STRENGTH IN NUMBERS

Bilateral trade between NSW and the UAE was worth more than A\$263 million in 2009-10. In the five years to 2009-10, NSW exports to the UAE have grown at an average annual rate of more than 20 per cent. The State's top export commodities to the UAE were iron and steel (A\$44.7 million), meat and meat preparations (A\$18.5 million) and cereal and cereal preparations (A\$17.6 million).

Today, the NSW Government and its overseas offices are actively encouraging business investment from the UAE. There are various levels of support available that could help your company at every stage of its development. So whichever direction you are taking your business, Australia's most powerful State can help you get there.



MOVING CLOSER TOGETHER

THE POSITIVE FUTURE FOR UAE AND NSW RELATIONS

The UAE is Australia's largest market in the Gulf, with excellent growth prospects. It has a sound economy, a fast-growing and youthful population, low barriers to entry, a well-managed banking system, excellent infrastructure, and a sophisticated business community familiar with western practices.

And Australia's profile in the UAE is high and further strengthened by our NSW Government business office in Abu Dhabi. There's increasing recognition of Australian companies, institutions and capabilities. And the rapid increase of UAE visitors to Australia, students studying in Australia and expatriate Australians living and working in the UAE are also prime drivers in this business engagement.



A MUTUALLY BENEFICIAL PARTNERSHIP

WORLD CLASS AMBITIONS

The UAE has world class transport, financial and communications infrastructure. Australia's advanced engineering capability is ideal for the UAE's ambitious infrastructure programs. Australian small and medium-sized enterprises offer world class services that can be readily adopted by the UAE government and private sector.

The activities of Australian companies in the UAE include steel trading, building, construction and financial services, banking services, materials and equipment, agricultural supplies and services, industrial minerals, dairy products, marine manufacturing, education and training services, sports and recreation, health services, livestock, oil field supplies, courier and freight services.

All things considered, this is a relationship that is certain to continue to flourish in the coming decades.



GET IN TOUCH

The NSW Government's economic development agency is your first point of contact for advice on doing business in NSW. We provide:

- information to assist business planning
- intermediary support with telecommunications, recruitment, training, property and other business service providers
- help with site selection and advice on issues affecting projects
- assistance with government regulations and approval processes
- advocacy within government
- introduction to business and industry associations and networks
- introductions to NSW exporters and suppliers to the UAE market
- support on a case-by-case basis.

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