



GIVE YOUR BUSINESS

THE EDGE

Boost your business with the City of Joondalup's Global Ready Program

A business-ready program for businesses looking to develop import/export and investment opportunities.

Do you find the idea of selling overseas daunting? Have you found too many hurdles, or found the process overwhelming?

With the steady and experienced hands of "international experts", Michael Carter and Darren Levy from the Chamber of Commerce and Industry of Western Australia (CCIWA), the program has been created to untangle the international maze and show you the path to getting your service or product to new markets overseas.

This is an exciting opportunity for local businesses, with participants of similar programs reporting significant growth factors in their international trade capacity in the three years following the program.

The program is particularly tailored to local businesses employing up to 20 staff, with a turnover in excess of \$250,000 annually.

The program will benefit businesses across many sectors, including education, tourism, medical and allied health, manufacturing, retail or professional services.

Topics covered will include:

- Choosing the right overseas market
- Understanding Free Trade Agreements (FTA's)
- B2B engagement
- Compliance and risk minimisation
- Understanding importing
- Capital raising and harvest options
- Positioning for investment attraction

The Facilitators



Michael Carter, Manager, International Trade and Investment Centre has over 25 years international engagement experience gained from working in the private and public sector.

Hailing originally from the UK, he cut his teeth in Commercial and Private banking and went on to carve a career in iFood and Agribusiness, and Infrastructure technologies

He followed this with a 12 year stint at Austrade (Federal Government's trade and investment agency) including eight years as Australia's Trade Commissioner to India promoting a wide range of industry sectors including Food and Agribusiness, Education, Advanced Manufacturing, Healthcare, Mining and METS and Road Safety.



Darren Levy, TradeStart Advisor, International Trade and Investment Centre has over 20 years' experience developing international markets.

Formerly the manager of the International Trade and Investment Centre at the Chamber of Commerce and Industry of WA and now Austrade TradeStart Export Advisor, Darren focuses on providing technical advice around utilising Australia's free trade agreements, foreign trade compliance, import/export readiness, cross cultural coaching and connecting WA business to support networks.

GIVE YOUR BUSINESS



Global Ready Program details

The program delivery will be via a combination of one group session and three hours in individual one-on-one sessions over a four-week period

The mentors will attend your offices and provide personalised training suited to your business and industry sector, delivering industry-specific content to ensure relevance to your own operations.

Introduction – Scene Setting

An initial overview of exporting delivered by the Chamber of Commerce and Industry in an interactive group format held at the City of Joondalup. This initial workshop will be for up to 1.5 hours.

Tailored One-to-One Mentoring

TradeStart Services: Darren Levy will allocate up to 1.5 hours per company meeting to explain how Tradestart services assists businesses to explore exporting opportunities.

Trade Consulting: Michael Carter will allocate up to 3.6 hours per company over two to three meetings across the key parameters of successful exporting.

Both Darren and Michael will draw upon their extensive exporting experience with each company. All company meetings will be scheduled during April and May at the City of Joondalup.

Program

Week One	Tradestart Export services session 1.5 hour group session
Week Two	Individual organization coaching 1 hour one-on-one
Week Three	Individual organization coaching 1 hour one-on-one
Week Four	Individual organization coaching 1 hour one-on-one

Date: Four sessions between April – May 2020.

Venue: Group delivery at a venue in Joondalup to be determined, then working one-on-one at your own business premises.

Cost: This Program is funded by the City of Joondalup. There is no cost to businesses to participate.

Places are limited. To express your interest, please complete the set of qualifying questions in the application form to ensure this is the right program for your business.

For more information or to apply, contact the City's Economic Development team on **9400 4564**, email business@joondalup.wa.gov.au, or visit the City's website, joondalup.wa.gov.au