



Italian Chamber of  
Commerce & Industry  
IN AUSTRALIA – PERTH INC

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# DOING BUSINESS IN WESTERN AUSTRALIA

**Guide 2018**

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## WESTERN AUSTRALIA – A GREAT PLACE FOR DOING BUSINESS

Western Australia is a significant and dynamic region within Australia, and it is a recognised world player in a number of important and strategic market sectors. These include:

- Oil & Gas
- Minerals & Mining
- Agriculture
- Defence
- Renewable Energies

The Italian Chamber of Commerce & Industry WA (ICCI) welcomes the opportunity to assist Italian firms aiming to develop export markets in Australia.

ICCI provides services that are designed to assist any business seeking to establish their business presence in the Australian market.

This proposed presence would typically be focused on achieving one or more of the following outcomes:

- Seeking a potential counterpart in the form of a local importer or distributor to promote and manage their sales push into local market
- Seeking to formally partner or joint venture with a local partner to exploit a market or sector opportunity
- Seeking to set up directly via a subsidiary or incorporating a new entity to pursue a market or sector opportunity.

There are significant opportunities for Italian companies to consider a new export focusing into these sectors, and ICCI WA is perfectly positioned to assist with that strategic focus.



## ICCI PERTH WESTERN AUSTRALIA – SERVICE DELIVERY

ICCI has identified four key stages in its service delivery process as follows:

### 1. Market Scan

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The market scan would comprise a summary report in relation to the following local dimensions:

➤ **Market size**

An outline of the relative market size using our access to an array of information sources including government, trade association and corporate financial data.

➤ **Environmental Considerations**

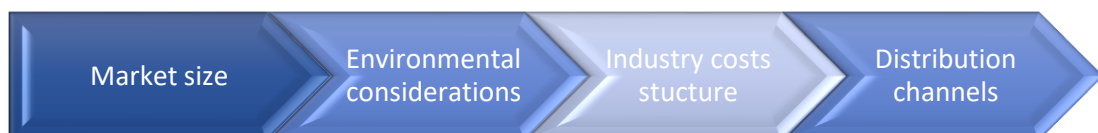
An outline of the current economic, political, regulatory, demographic and social conditions that need to be considered in the business decision making process

➤ **Industry Costs Structure**

An outline of the likely cost considerations for the different product and market sectors applicable to the specific business enquiry received.

➤ **Distribution Channels**

An outline of the existing distribution channels and channel power structures that need to be considered in the business decision making process



### 2. Targeting Local Partners

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In this stage ICCI will be providing a list of potential local companies or partners that meet the business enquiry profile.

ICCI analyses the request and then creates a customised report of importers/ distributors which are trading in your industry sector.



### **3. Contact with Prospective Partners**

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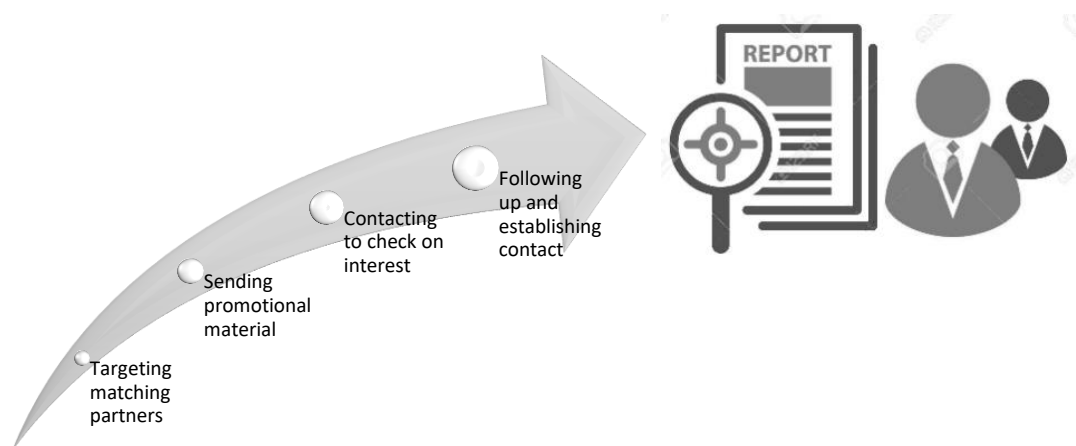
This service consists of a direct promotion of products and trade requests from the original business enquiry. ICCI, in consultation with the business, will then approach local companies on their behalf, and establish a first contact to outline their business proposal.

The main steps of this service are:

- Targeting and reporting on the matching partner profiles
- Sending a proposal letter to introduce the company and the products to the potential local partner(s)
- Sending out promotional materials (brochures, catalogues, samples, etc.) by email or post or courier.
- Direct (telephone) contact to check any interest from the companies to receive further information
- Follow up to collect feedback and to eventually stabilise the contact.
- If requested, ICCI can also organise business meetings with the potential counterparts.

At the end of this stage ICCI will provide a final report which includes the profiles of the companies interested in establishing a business relationship.

The business will now have the opportunity to contact the companies directly to begin negotiations.





## 5. Additional Tailored Services

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These will be delivered as Tailored or Broking Services.

➤ **Tailored services may include**

- promotional events (B2B – B2C)
- networking events
- business and market exploration experiences
- inbound mission organisation
- participation at Australian fairs or exhibitions
- temporary export manager (on behalf of the business)
- ICCI as a temporary trade representative office

➤ **Broking Services**

- legal fiscal and banking consultancy
- freight forwarding broking
- insurance and cover consultancy
- human resource solutions

Additional information on the services outlined or for any other business or trade services can be sought, via the Italian Chamber of Commerce & Industry Western Australia Inc.

**For further queries, please email [secgen@icci.asn.au](mailto:secgen@icci.asn.au).**



## OUR INSTITUTIONAL PARTNERS



**Assocamerestero**

Association of the Italian Chambers of Commerce Abroad

Associazione delle Camere  
di Commercio  
Italiane all'Estero



Association of the Italian Chambers of Commerce



Italian government agency for inward investment  
promotion



## NETWORK SOURCES



Government of **Western Australia**  
Department of **Jobs, Tourism, Science and Innovation**

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Chamber of Commerce  
and Industry WA

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GOVERNMENT OF  
WESTERN AUSTRALIA

**Small Business  
Development Corporation**

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{Study} **Perth**  
Australia

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**MAJOR SPONSOR**



## APPENDIX 1

### Standard Business Service – Fees

| Market analysis   | Euro         |
|---|--------------|
| Market analysis to determine the suitability of the product or service for the Australian/Italian market, including key statistic data, market segmentation, export/import, concentration, barriers to entry, major players | 1,800        |
| Commercial and technological partnership development  | Euro         |
| Business needs analysis and prospective commercial/technological partner profiling  | 1,590        |
| Tailored market analysis and product/service compliance with Italian/Australian regulations   |              |
| Customised strategic plan to identify business and technological partners   |              |
| Development of a database of prospective commercial/technological partners + Direct contact and promotion of the product/service  | 1,950        |
| Organisation of business meetings with prospective partners (from 4 to 8 contacts)  |              |
| <b>Total</b>  | <b>3,540</b> |

### Additional Business Service – Fees

| Tailored and Broking services  | Euro                   |
|--|------------------------|
| <b>Representative desk</b> (short to medium term facility) with ICCI consultant and resources (PC, email address, telephone line, enabling companies to establish a presence in Australia) | 1,080<br>Fee per month |
| <b>Temporary export manager</b> Acting on behalf of the company in order expand its business   | 2,520<br>Fee per month |
| <b>Inbound and outbound mission organisation</b> Buyers scouting and selection and mission organisation  | On application         |
| <b>Company credit reports</b>  | On application         |
| <b>Business migration</b>  | On application         |
| <b>Industry reports</b>  | On application         |
| <b>Legal assistance</b>  | On application         |
| <b>Fiscal assistance</b>   | On application         |
| <b>Freight forwarding service, custom broker &amp; consultancy</b>   | On application         |
| <b>Insurance and cover consultancy</b>   | On application         |
| <b>Human Resources solutions</b>   | On application         |
| <b>Business Travel itinerary</b>   | On application         |
| <b>Banking management and consultancy</b>  | On application         |

## SERVICES ARE AVAILABLE TO MEMBERS ONLY

If you would like to become a member of The Italian Chamber of Commerce & Industry, please complete the membership form, clicking on the link below:



<http://www.icci.asn.au/wp-content/uploads/2017/08/ICCI-Membership-Form-high-res.pdf>



*We look forward to meeting you in sunny Perth, West Australia*



Our Business Service Guide is also available in Italian

**Website** | <http://www.icci.asn.au>

**Facebook Page** | <https://www.facebook.com/icci.perth.wa>

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