



OnGuard Safety Training

MAKING SENSE OF WORKPLACE SAFETY TRAINING

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NEWSLETTER – May 2009

OnGuard Safety Training ventures to Hong Kong and China

OnGuard Safety Training directors Bruce Lewis and Deborah Jones attended a Hong Kong and southern China trade mission to promote uptake of their unique online safety training program.

Our involvement with the Trade Mission to China started with Linda Cunningham our, Tradestart Export Advisor. Linda is based at Southport on the Gold Coast. **Trade Queensland is working in partnership with the Australian Trade Commission under the TradeStart Program.** Trade missions assist Gold Coast businesses in capturing export opportunities, and also minimising the risk in doing business in overseas markets especially related to business practices, language and culture.

The Trade Mission was organised by **Business Gold Coast** to assist Gold Coast businesses to directly establish contacts in targeted markets within China. Business GC worked closely with Trade Queensland, who provide on-the-ground support and coordination of the busy meeting program. Business GC in collaboration with Trade Queensland help introduce companies to government and private sector contacts, and identify potential business partners and customers.

On the evening of the 15th April, the Australian Senior Trade Commissioner and Deputy Consul-General hosted a gathering of all of the Asian country's Business Development Managers. Each BDM gave a 5 minute presentation on the business opportunities of their country. The countries represented included: China, Japan, Taiwan, Malaysia, Thailand, Vietnam and Korea.

The Business Development Manager for Austrade in Hong Kong, Mr Stephen Ng organised our entry into the International ICT Expo. At the Austrade stall we met with numerous local Hong Kong business representatives over the next two days. On the Monday 20th April, we met up with Mr Garnet Radford from Business Gold Coast and **Cr Peter Young member of the Gold Coast City Council.** A meeting with Mr Simon Lee, Commissioner of Trade Queensland in Hong Kong hosted the first round of meetings in the offices of Trade Queensland at the Australian Consulate-General offices. We then all met with Mr Christopher Jackson, Director and Silas Chu Manager of Overseas Promotions of the Hong Kong Trade Development Council.



Following a ferry trip to mainland China we arrived in Zhuhai, where we were afforded inclusion into a sumptuous banquet with the Director of the Foreign Affairs Office of Zhuhai, Ms Lydia Long and Deputy Director Mr Zhao Xuejaun. At the gathering was Mr Murray Davis the Trade QLD BDM for Guangzhou.



The following day more meetings followed with these dignitaries of Zhuhai including the Director of the Education Bureau. A banquet lunch again!



A shuttle bus trip to Jiangmen followed.

We had meetings with the Director of the Foreign Trade and Economic Cooperation Bureau, Director of the Education Bureau, Mr Chen and the local Secretary of the Communist Party of China.

Meetings and tours of high-tech industrial precincts filled the day.



Tours of industrial precincts filled our day. A banquet lunch was included – again!



We visited the Beihag University Beihai College.



There was another shuttle bus trip – this time to Ghangzhou airport to fly to Nanning. After the flight there was a 3 hour bus trip on local back roads, seeing us arrive at Beihai close to midnight.

We were met by the Deputy Director of the Foreign Affairs Office, Mrs Wang Hui Cai.



On the evening of the 24th April we met with the Deputy Mayor and Director of the Education Bureau of Beihai. This meeting was followed by a lavish banquet reserved for foreign dignitaries.



The concept of "guanxi" lies at the heart of the Chinese business relationship. The word means "relationship" and it essentially means to have a network of useful contacts. Having a contact in an organisation or government department can open doors to foreigners conducting business in China. Relationships with government officials are essential, and government representatives are highly regarded in China.

Certain high-level government meetings require representation from a local government official (Councilor). Councilor-led trade missions have prestige and authority in overseas markets, and open up doors to companies that would not otherwise be accessible to them. Official government representation helps to broker relationships due to the value placed on diplomacy and government-to-government relationships in key export markets like China.

On the Sat 25th we started our journey home – 24hours and 4 plane flights from southern China back to Brisbane.

Here are some 'sight –seeing' pics:



A traditional turn of the century village. Houses were four stories high to guard against home invasion.



I saw this guy in a street market – people just walked past.



Scaffolding was everywhere – its all bamboo!

