

10 March 2011

## **Council's China office set to continue operating**

Redland City Council is set to renew the contract of Trade and Investment Officer, Julia Zhang, to continue supporting Redland businesses seeking to enter the China market.

Julia is based in Trade Queensland's office, in Guangzhou, the capital of Guangdong Province, China, and recently helped a local business secure export deals worth around \$4 million.

The position assists Redland businesses to expand into the south China marketplace, focusing primarily on exports and joint venture opportunities, education activities and investment attraction into Australia.

Free services offered to Redland businesses include: giving advice on business conditions and practices in China; providing written and oral translation; and sourcing potential customers for clients.

Throughout 2010, Julia handled over 230 business enquiries and built up a portfolio of 30 clients, 10 of which completed a survey revealing they were 100% satisfied with the service they received.

Of these 30 clients, the majority were referred to the Trade and Investment Office by Business Grow, a Council-funded initiative which offers a comprehensive suite of services to aid planning and development of Redland businesses.

Redland City Mayor, Melva Hobson, said the Trade and Investment Officer role was vital for establishing and maintaining international relationships.

"Chinese business culture requires the development of a relationship between partners, so it is important for Council to have measures in place to achieve this.

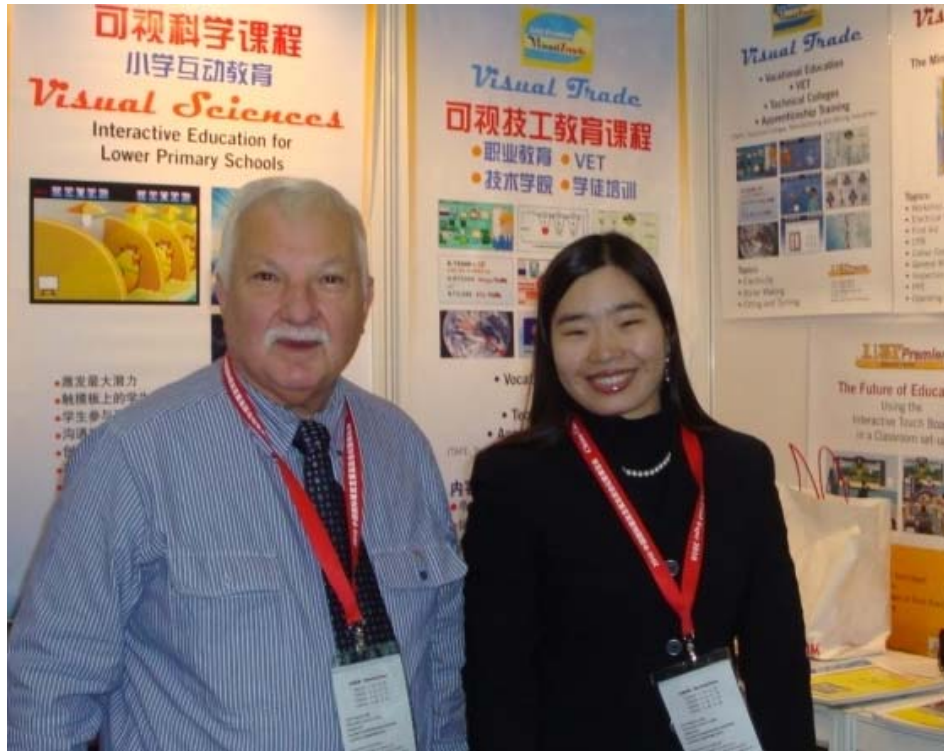
"Along with the Redland City Trade and Investment Office in Guangzhou, Council also has a Sister City agreement with Qinhuangdao and a friendship agreement with Yongin City (Korea)," Mayor Hobson said.

"These measures will continue to help us build a credible and continuous relationship with China, which is resulting in business, cultural, tourism and educational benefits for Redland City".

Most recently, Julia's expertise were exemplified when Redland-based business, List Premier Education Pty Ltd, signed deals with a number of Chinese companies to the value of around \$4 million.

Julia assisted List Premier in closing deals with three large mining groups; four educational groups, now distributing their programs to hundreds of schools in China; and two telecommunication groups.

The decision to extend the Trade and Investment Officer contract for a further two years will be made at Council's next General Meeting on Wednesday 30 March.



List Premier's founder and CEO, Dr Johann DeBeer, with Redland City Trade and Investment Officer, Julia Zhang.