



Australia China Business Council  
澳大利亚中国工商业委员会

2021-2022

Victoria

# Annual Events Diary



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# China Export Program - Distribution in China

26 October 2021 | Virtual



**ACBC Victoria successfully held the third workshop in the China Export Program, a partnership event as part of the Victorian Government's Global Victoria Trade Alliance.**

We would like to thank our speakers from SW Accountants & Advisors, Managing Director **Danny Armstrong** and General Manager China, **Toby Graham** and from China Skinny, **Mark Tanner** for sharing their experience and wisdom surrounding this complex and multifaceted phase of the exporter's journey.

The third session of a multi-part series, speakers guided guests through protecting your IP, structuring your trade and business, help on the ground including accessing distribution networks in China, due diligence checks and essential con-

sumer knowledge to help you succeed.

Moderated by ACBC Vic CEO **Virginia Birrell**, we were pleased to host the Victorian Government's Deputy Commissioner to Greater China **Nick Henderson**, who opened the session with an overview from the Victorian Government Trade & Investment Office in Chengdu and introduced the Victorian House project.

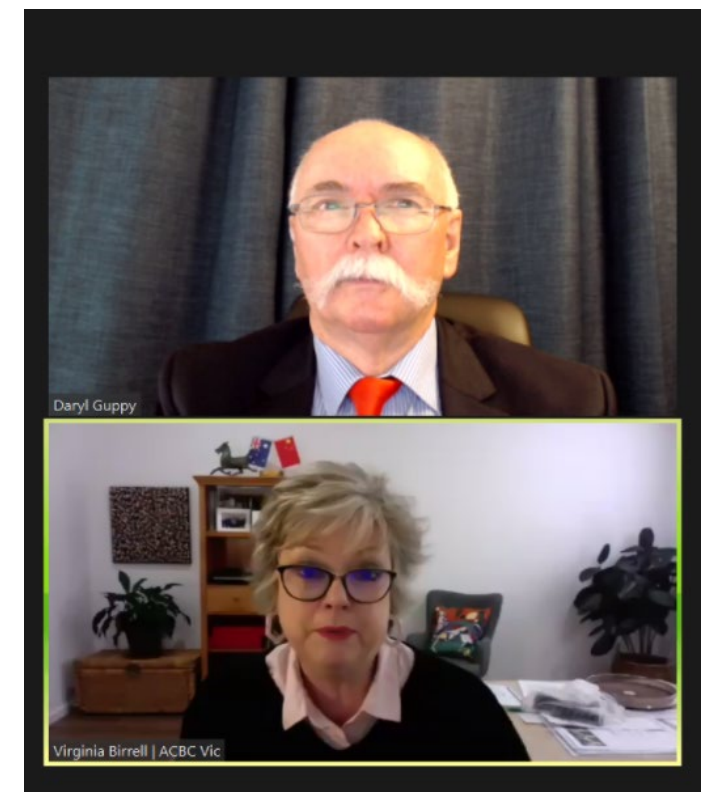
The session concluded with an insightful Q&A session, with advice to stay agile, flexible, knowledgeable, engaged and to make the most of Victoria's unique relationship with China.

# China's New Privacy Laws and How They Affect Your Data Collection

3 November 2021 | Virtual

ACBC Victoria was proud to host the on-line event, China's New Privacy Laws and How They Affect Your Data Collection, to explore the tightening data and privacy regulations in China with the new Personal Information Protection Law (PIPL) that took effect on Monday 1 November. We would like to thank **Daryl Guppy** for his experienced insights into PIPL's impact on Australian business, including cross-border e-commerce and businesses looking to establish an in-market presence.

Moderated by ACBC National Executive Officer and ACBC Vic CEO, **Virginia Birrell**, Daryl provided an overview of the Chinese context, outlining how privacy fits into the framework of common prosperity and the role that social credit plays in China's privacy and data collection laws. He then explored the effect of these changes on Australian business as it regulates consumer behaviour data processed outside of China and emphasised the harsh consequences of non-compliance, which can include penalties up to 1 million yuan, prohibition of doing business in China and compensation to individuals for any losses suffered if data is processed irresponsibly.



Some key takeaways were PIPL's requirement for explicit and informed consent for follow-up marketing activities, which will hinder data scraping, harvesting and targeted advertising to existing customers. This means that businesses will need to develop compliant processes for data collection, such as opt-in/opt-out services before the data is processed. They may also need to establish a dedicated representative or entity to ensure PIPL compliance.



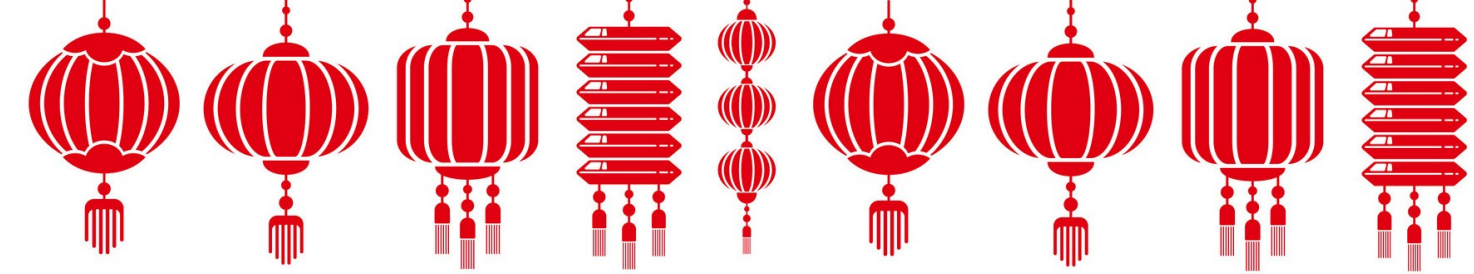
# Adapting to the Age of Geoeconomics – Lessons from Chinese Restrictions on Australian Exports



10 November 2021 | Virtual

ACBC successfully held a timely report launch in partnership with the Australian National University (ANU) supported by the National Foundation for Australia-China Relations.

Valuable research presented by lead researchers [Darren Lim](#) (ANU) and [Scott Waldron](#) (UQ) revealed that so far, Chinese economic sanctions do not appear to have imposed significant economic loss to Australia. Overall, 2020 merchandise trade was down just 2% from 2019. Importantly, many of the sanctioned industries saw the annualised net value of their global export increase. Enabled by a resilient Australian industry, robust market frameworks and particular market conditions, adjustments allowed most industries to substantially mitigate losses and adapt to the challenges of rising geoeconomics.

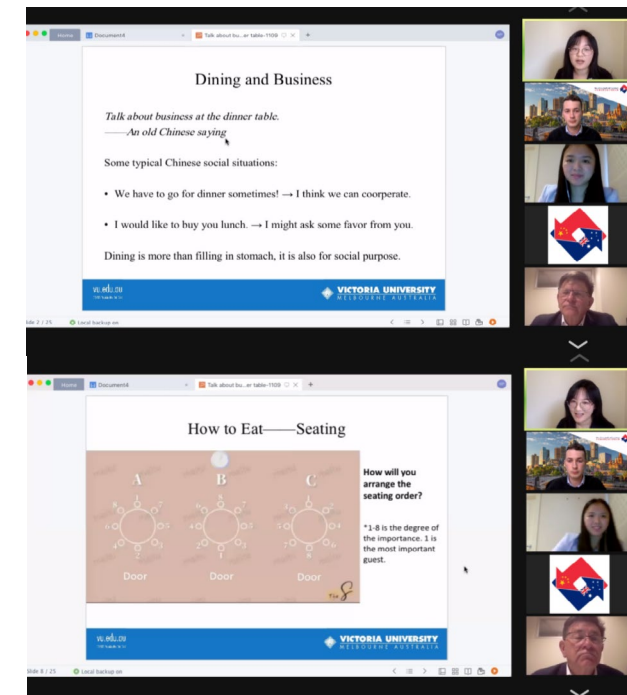


## Business Chinese and Culture Workshop

On Thurs 11 November 2021, the Australia China Business Council Victoria (ACBC Vic) held an Online Workshop in collaboration with the Victoria Business Confucius Institute (VBCI).

ACBC Vic is appreciative to the VBCI for providing this informative and engaging session for ACBC members and friends covering three key elements of business engagement with China: The largest shopping festival, 11.11, giving gifts in China and talking about business at the dinner table.

Our thanks to VBCI teachers [Hongyu Pu](#), [Chunxiao Liu](#) and [Betty Gao](#). The VBCI is a collaboration between Victoria University in Melbourne and the University of International Business and Economics in Beijing.



1

The largest shopping festival, 11.11 investigated the deep penetration this event has in Chinese society, introducing key phrases related to ecommerce and the special meaning of numbers in Chinese society.

2

Giving gifts in China provided useful context around gift giving techniques to increase culturally aware business acumen.

3

Talking about business at the dinner table introduced important cultural nuance to eating out in China – an unavoidable part of doing business. What dishes to order, where to seat guests, how many dishes to order, toasting protocol, why you should never flip a fish over when eating in a coastal city and more were among the useful tips provided





## China Export Program - Thrive in China



**16 November 2021 | Virtual**

ACBC Vic in collaboration with Global Victoria successfully hosted 'China Export Program – Thrive in China'.

We would like to thank speakers Ines Liu (Dezan Shira & Associates), Nikki Palun (Ottava Wines), Guy Thompson (ANZ) and Nick Henderson (Deputy Commissioner to China) for providing an insightful and engaging virtual workshop for attendees.

The fourth of a multi-part series focusing on building Victorian export capacity, guests were guided through practical and professional China market engagement advice, ranging from how to restructure your in-market presence to advice on staying engaged with your cross-border partners.

We were pleased to host the Victorian Government's Deputy Commissioner to Greater China Nick Henderson, who opened proceedings with a comprehensive overview of Victorian government activities. Coming off the back of CIIE and

11.11 sales amid a backdrop of COVID outbreaks around the country, Victorian government initiatives Study Melbourne Hub and the Vic House facility will continue to provide a positive platform of engagement for Victorian education and merchandise exporters.

Ines Liu introduced new global staffing solutions such as professional employer organisations (PEOs) and how these can assist SMEs perform due diligence and a range of in-market assistance at a fraction of the cost of traditional local entities. Nikki Palun guided attendees through her China export journey in the heavily impacted wine sector. From pre-first contact, to establishing trusted partners and a successful export network, Nikki highlighted the rapid pace of change within the sizeable Chinese market and the opportunities this affords the adaptable and entrepreneurial exporter. Guy Thompson provided practical advice on engaging in the China market, going beyond business to forming long-lasting, mutually beneficial relationships that form the foundation of successful business interactions.

## ACBC Hydrogen Update - Seizing the Hydrogen Opportunity for Australia

**17 November 2021 | Virtual**

ACBC held a virtual seminar, 'Seizing the Hydrogen Opportunity for Australia.' – a timely event following the recent COP26 that highlighted the role of industry to step up and drive the clean energy future.

Moderated by [David Cullen](#) (Energy Chair, ACBC WA Energy, Resources & Mining Working Group), we would like to thank our speakers for sharing their passion and experience in this rapidly developing industry including [Felicity Underhill](#) (Director – East Australia and New Zealand, Fortescue Future Industries and Director & Deputy Chair, Australian Hydrogen Council), [Peta Ashworth](#) (Chair in Sustainable Energy Futures, University of Queensland & Chair, Queensland Government's Hydrogen Taskforce), [Graeme Moya](#) (Business Development Manager – Energy Missions, CSIRO) and [Marika Wanklyn](#) (Department of Environment, Land, Water and Planning, Victorian Government).

Speakers agreed that a coordinated approach is critical to developing the hydrogen supply chain for global decarbonisation, with massive opportunities for collaboration across industry, government and research to fill in the gaps. Technology and investment create opportunities for natural partnerships between Australia and China, and it is likely that hydrogen will contribute heavily to this collaborative space.

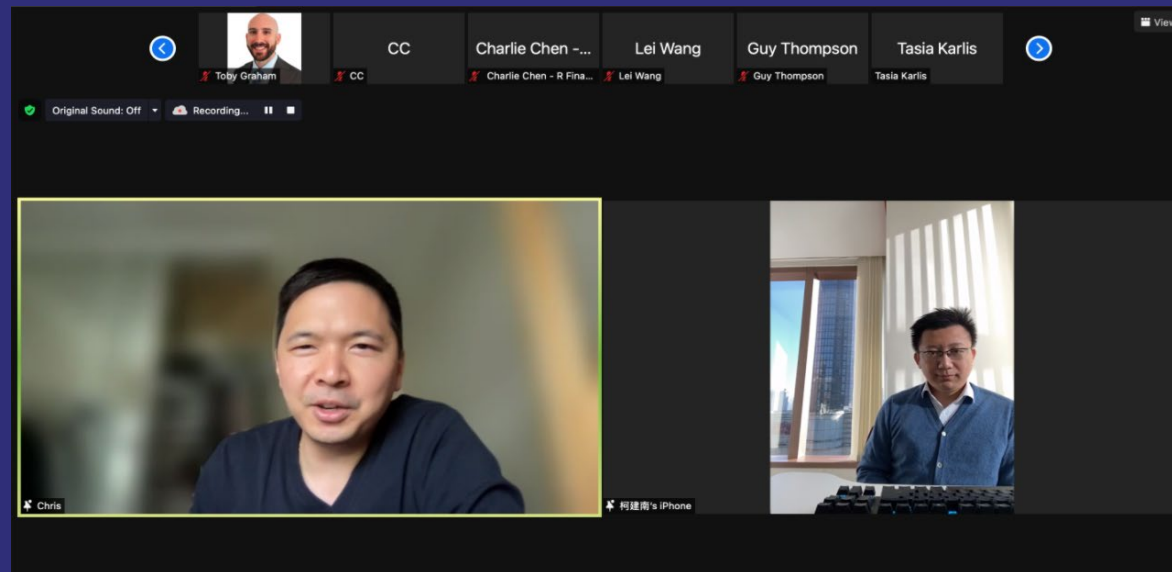




# The 996 Show – Stories from Data Pioneers in China

25 November 2021 | Virtual

ACBC Victoria hosted the inaugural session of the ACBC Vic 996 Show – Stories from Data Pioneers in China.



Moderated by digital transformation leader Chris Kong in discussion with Jian-nan Ke (former Bytedance), guests were introduced to the internal mechanics of Chinese tech companies including Bytedance, as they propel forward at a break-neck pace.

Our thanks to the City of Melbourne and Lord Mayor Sally Capp for their support, and for providing opening remarks highlighting the importance of cross-border knowledge sharing.

Jiannan stated that in China, “if you aren’t going fast, you don’t exist” – hinting at the relentless evolution of Chinese tech innovation. He outlined concepts like OKRs (Objective Key Results), a ‘western’ framework introduced into the Chinese HR world, commercialised by Bytedance

and being used to coordinate staff and grow China’s tech giants.

Speakers unpacked the concept of ‘China speed’, bringing into focus the huge data sets available in country, immense local competition, rapid adaption speed and extreme working hours propelling the sector forward.

With the rapid pace of technological and scientific innovation, along with ever-changing governance over data collection and the cyber realm, China’s digital ecosystem is increasingly competitive and complex. ACBC Vic aims to connect working professionals, share knowledge and build a community around this important sector.



# A Conversation with Australia’s Ambassador to China, Graham Fletcher

2 December 2021 | In-person

ACBC Victoria hosted a meeting for select ACBC corporate members across a wide variety of sectors with Australia’s Ambassador to China, [Graham Fletcher](#), while he was in Melbourne.

During the frank and open discussion, Graham presented a considered and comprehensive review of Australia-China relations. He outlined what he believes the next 10 years will look like, considering the goals of the CCP, China’s shifting economy and broader global diplomatic and economic interactions.

We were delighted to welcome ACBC National President [David Olsson](#), having just flown in from Hong Kong, to join the meeting and provide remarks regarding ACBC objectives and activities for the next 12 months including further strengthening the relationship with the Australian Embassy in Beijing and maintaining high-level bilateral business dialogues.





# 2021 Wrap-up with Victorian Commissioner to China Brett Stevens

16 December 2021 | Virtual



ACBC Vic hosted its final event for 2021 – Strategic China Briefing End of Year Wrap-up with Victorian Commissioner to China Brett Stevens. Moderated by ACBC National Executive Officer and ACBC Victoria CEO Virginia Birrell, Brett updated attendees on three main topics: the recent China International Import Expo, information on the recently opened Vic House, and the evolving situation with international students. Brett remained cautiously optimistic about the future of Victoria-China trade relations. Victoria retains the largest presence in China of any

Australian state with trade & investment offices in Shanghai, Beijing, Nanjing, Chengdu and Hong Kong and remains committed to growing and maintaining the economic relationship with China.

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On Saturday 5 Feb, ACBC Vic was proud to host our annual Lunar New Year Celebration, to welcome the Year of the Tiger with partners at the National Basketball League and South East Melbourne Phoenix.

It was a pleasure to welcome a diverse and enthusiastic array of almost 300 ACBC Vic Members, Phoenix fans, friends and Chinese diaspora to John Cain Arena for a lively pre-game function followed by a riveting game of basketball played to a packed stadium.

The night represented an important start to the New Year of the Tiger for the community, a much-needed COVID-safe catch up with friends and a positive show of solidarity for the Australia-China business community.



新年快乐

## Lunar New Year Celebration





# ICH International Women's Day 2022 High Tea

## #BreakTheBias

On Monday 7 March 2022, ACBC Victoria joined with the international chambers of International Chamber House, to hold an annual International Women's Day High Tea at the RACV City Club in Melbourne.



A celebration to remember after a year's hiatus. Over 300 guests attended to hear the inspiring achievements and messages from four eminent speakers including MSO Managing Director, Sophie Galaise, CEO of MindTribes and co-founder of CDWomen, Div Pillay, Federal Member for Chisholm, Gladys Liu MP and President of Melbourne Football Club and Deputy Chancellor of Victoria University, Kate Roffey.

Kate Roffey, first female President Melbourne Football Club (the oldest sporting club in the world) acknowledged those that have held senior roles in sporting and other institutions who broke through barriers – her advice, just get on and do it! Gladys Liu MP, as a young migrant coming to Australia and now the first female of Chinese heritage to be elected a federal politician, urged our guests to get involved in leadership opportunities and to be strong in the face of criticism.

Sophie Galaise, the first CEO of the oldest Symphony Orchestra in Australia – has put in place practices for gender, and cultural equality across her board, administration, musicians, performers and program of events (and her recommendation is quite simply to set goals and stick to them)

Div Pillay, CEO of Mindtribes who used her racial and cultural research backed by behavioural economics and psychology, to urged us to call out inequity, look at our overall approach, analyse the statistics and make necessary changes.

ACBC Vic thanks ICH Manger and MC Margaret Brett and outstanding panel Moderator Fay Calderone, sponsors Swisse (for the fifth year!) and Hall & Wilcox and our enthusiastic guests who were so pleased to be back networking!





# Reconnecting Melbourne Networking Event

10 March 2022 | In-person

On behalf of the ACBC Victoria Future Leaders Forum (FLF) and Australia China Alumni Association, we would like to thank all involved for the success of our recent networking event – RECONNECTING MELBOURNE.



A long-awaited opportunity for the community to connect, share stories and generate new relationships in a relaxed environment, we hope you enjoyed your time and connected with friends new and old!

# Australia-China Decarbonisation Roundtable

16 March 2022 | Hybrid

The Australia-China Decarbonisation Roundtable was held on Wednesday 16 March in Melbourne. This important event was a partnership between the Australian National University and the Australia China Business Council with funding support from the National Foundation for Australia-China Relations.

Over two sessions, nine speakers based in China, Australia and America, outlined China's plans for decarbonisation, policy shifts, carbon pricing, ETS, China's 2030 and 2060 targets, alternative fuel options, supply security and much more.

Presentations covered a wide range of sectoral developments from an academic and industry perspective involving well-regarded speakers from the ANU, BHP, Rio Tinto, Energy Foundation China and Tsinghua University.



Involving a diverse and engaged audience from the academic, corporate and government sectors, a select group of ACBC members involved in the sector enjoyed networking while an audience of over 300 registered guests were able to watch online.





# Improving Your Export Opportunities through Research & Market Insights

22 March 2022 | Virtual

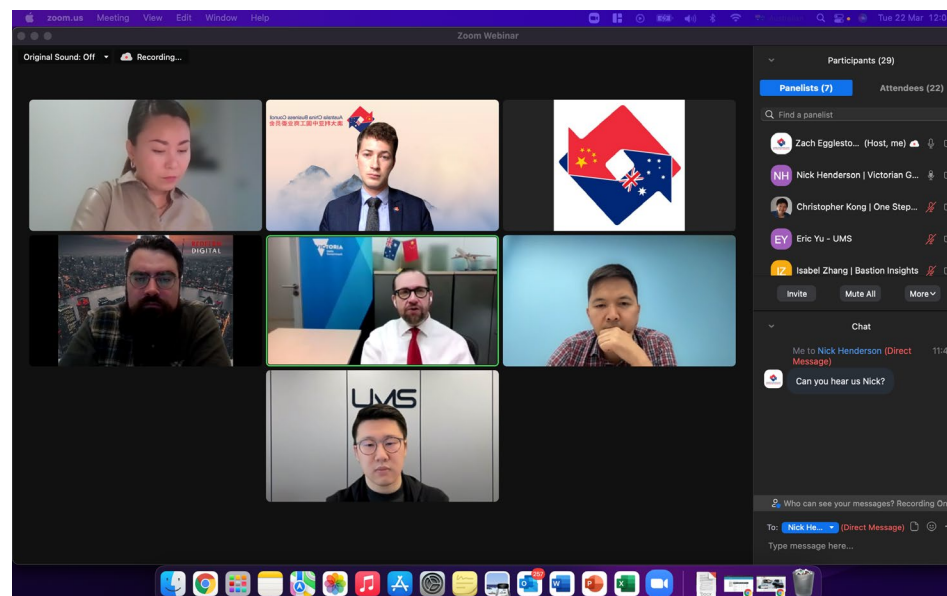
ACBC Victoria was pleased to host this webinar event in collaboration with the Global Victoria Trade Alliance.

We would like to thank our speakers Nick Henderson (Victorian Government), Christopher Kong (One Step Ahead), Isabel Zhang (Bastion Insights), Eric Yu (United Media Solutions) and Ryan Molloy (Redfern Digital) for their engaging insights, expertise and understanding of the Chinese market – not as a monolith, but one that is increasingly fragmented and complex yet filled with opportunity.

Victorian Government's Deputy Commissioner to Greater China Nick Henderson, opened the session and highlighted the role of understanding consumer segments to drive your value-proposition and maintain differentiation in the market. This is key to grow and create ongoing success in the China market – a challenge for which businesses are often unprepared after experiencing initial breakthrough.

Speakers emphasised the importance of consumer-centricity for business success using data-driven approaches and having a focus on cross-cultural

insights, which are essential for successful localisation and in-market activation that needs to be agile and customised at the same time.



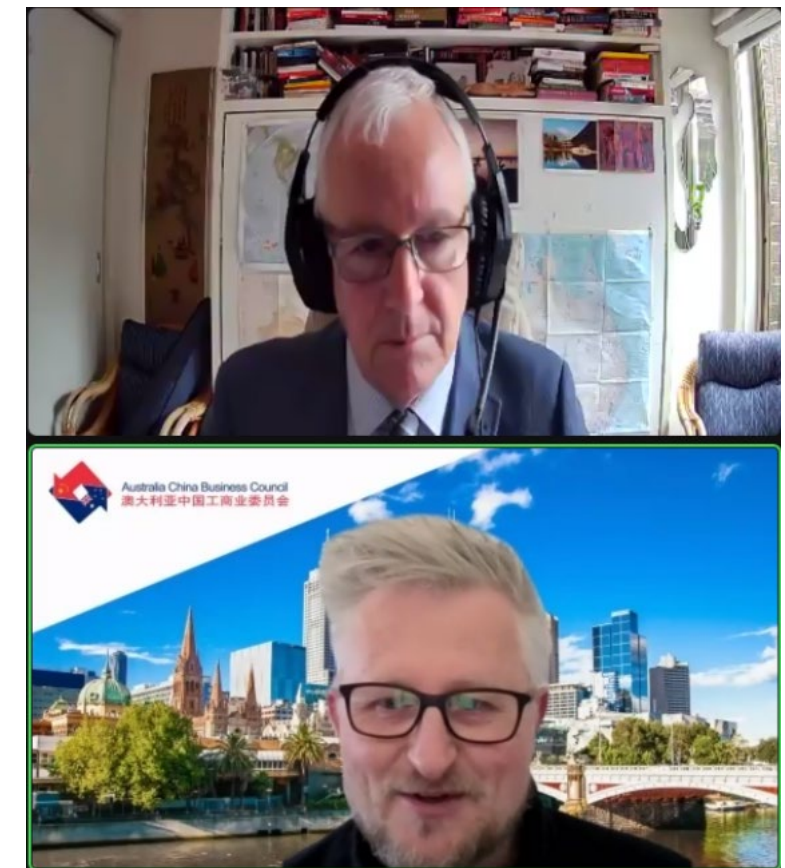
# Strategic China Briefing with Rowan Callick

12 April 2022 | Virtual

On Tuesday 12 April 2022, ACBC Victoria hosted our first Strategic China Briefing for 2022, in collaboration with the Global Victoria Trade Alliance featuring renown voice on China and Walkley award winning media author, [Rowan Callick](#). Providing an in-depth briefing for ACBC members and network, and drawing on his deep knowledge in the area, Rowan shared insights into the difficult areas of China's governance, politics and policy environment.

Rowan was able to discuss opportunities for engagement and other aspects of the complexities around Australia's relationship with China in a continuously disrupted global trading environment and as China continues to pursue a COVID-zero strategy.

Thank you also to ACBC Vice-President [Tom Parker](#) for moderating the discussion and bringing into focus the ACBC Green Channel initiative, creating new channels for collaboration between Australia and China to achieve net zero – faster, together.





# China's Largest Trade Event - Canton Fair Information Session

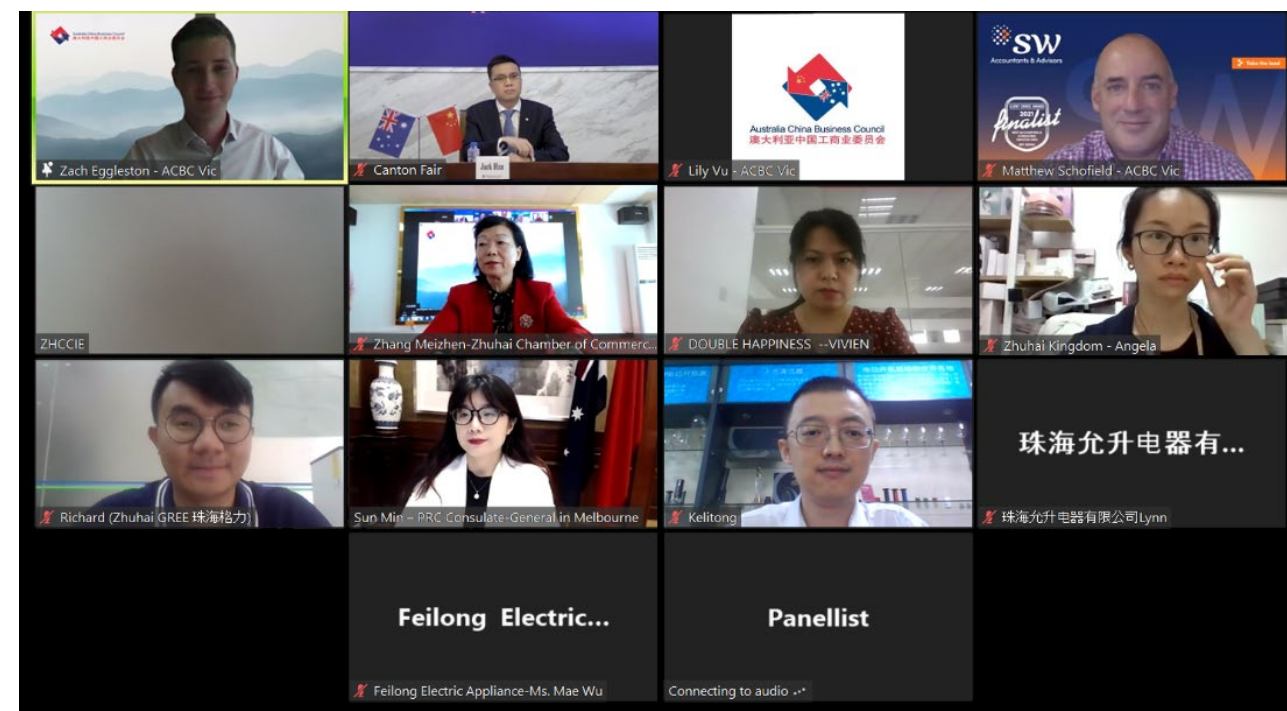
14 April 2022 | Virtual

On Thursday 14 April, ACBC Victoria was pleased to host a virtual information session for the 131st edition of China's Largest Trade Fair – the China Import and Export Fair, otherwise known as the Canton Fair.

We would like to thank our speakers Ms [Sun Min](#) (PRC Consulate General in Melbourne), [Matthew Schofield](#) (ACBC Vic), [Han Caibo](#) (China Foreign Trade Centre), [Zhang Meizhen](#) (Zhuhai Industrial Base) and [Lily Liu](#) (CFTC) for their welcoming remarks and valuable insights into the trade fair and its implications to the Australia-China economic relationship.

Following presentations, guests heard from an impressive range of the Canton Fair's high-quality exhibitors, including Gree Electric, Zhuhai East Kingdom Electrical, Guangdong Roule Electronics and more.

The China Import and Export Fair, also known as the Canton Fair, has allowed Chinese companies and factories to exhibit their goods twice a year since 1957. It opened for the 131st time on 15 April and will run until 5 May 2022. Completely online this year because of COVID-19, over 25,000 overseas and domestic exhibitors are taking part



# Executive Roundtable with Australian Consul-General to Hong Kong, Elizabeth Ward

19 April 2022 | In-person

ACBC Victoria hosted an in-person roundtable meeting involving members across a wide variety of sectors with Australia's Consul-General



During the candid conversation moderated by ACBC Victoria Vice-President [Tom Parker](#), Elizabeth presented her experience in Hong Kong over the past two tumultuous years.

Touching on COVID, protests, and a shifting political dynamic, she painted a realistic and comprehensive picture of the region and opportunities for agile Australian businesses, including with the much-discussed Greater Bay Area.

ACBC Victoria thanks the Consul-General for her frank advice and providing a positive and constructive presentation for members.



# Market Diversification – Growing Your Business Networks in China and Beyond

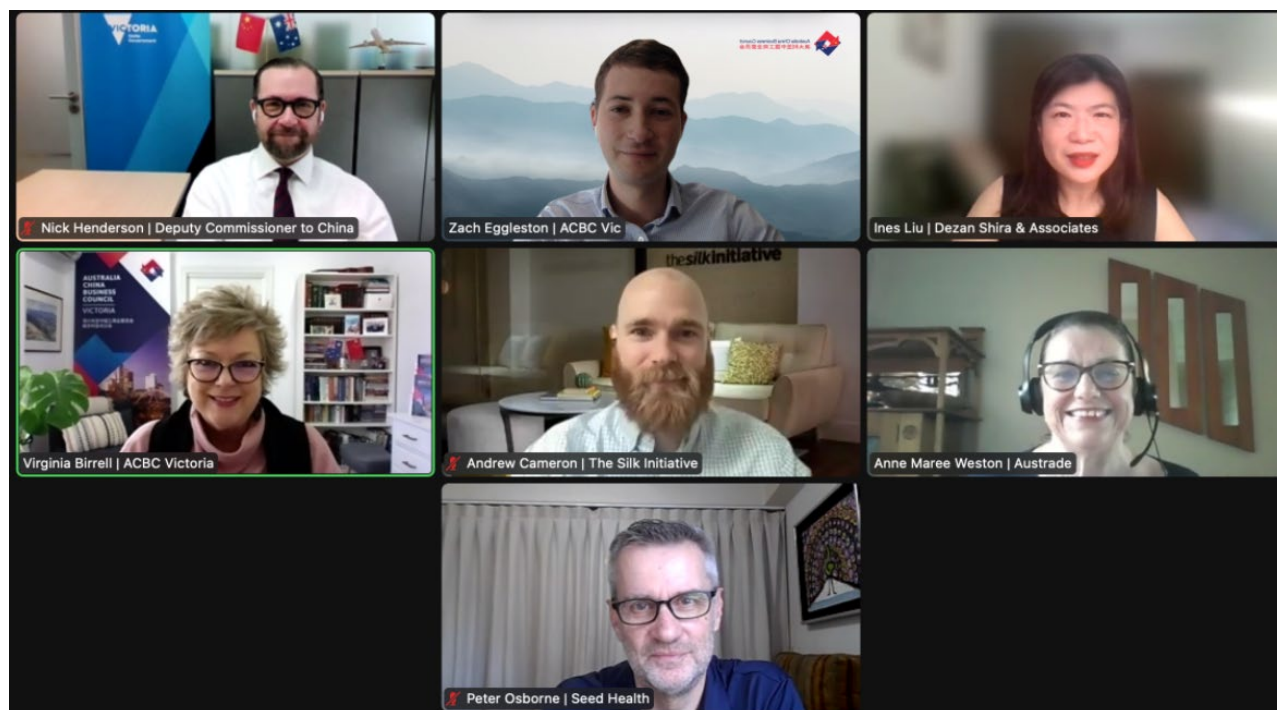
6 May 2022 | Virtual

ACBC Victoria was pleased to host this online session in collaboration with the Global Victoria Trade Alliance.

We would like to thank our speakers: Peter Osborne (Seed Health and formerly Blackmores, Taipei), Andrew Cameron (The Silk Initiative, Shanghai), Anne Maree Weston (Austrade, Brisbane), Ines Liu (Dezan Shira & Associates, Beijing) and Nick Henderson (Deputy Commissioner to China, Chengdu).

Moderated by ACBC Vic CEO Virginia Birrell, speakers addressed the opportunities and risks present in diversifying supply chains and extending your global reach. Speakers across industry and government were aligned in their strategic outlooks. Pre-existing China market knowledge and access to new trade blocs such as RCEP provide ample opportunity for the exporter looking to diversify.

It was agreed that there is no singular market that can replicate the general growth and material benefits of China.



## Australia-China Agribusiness and Climate Change Summit

On Friday 6 May 2022, The Australia China Business Council was proud to host the annual Australia-China Agribusiness Summit on the topic of Climate Change Collaboration in Melbourne with event partner Coles and event supporters Agriculture Victoria and The Langham Melbourne.



Capitalising on the momentum of the ACBC Green Channel and recent high-level decarbonisation dialogues held by the ACBC, this year's Summit gave voice to shared challenges and opportunities surrounding climate change and identified real avenues for collaboration between Australia and China in the agriculture and food sector.

Involving high-level guests from DFAT, Austrade, Global Victoria, the Chinese Consulate, the Chinese Chamber of Foodstuffs, ACBC's vast network of member companies and more, the

Summit was a powerful reminder that cross-border people-to-people engagement between industry and enterprise is the foundation of our bilateral engagement with China.

Over four distinct sessions including plenary, speakers provided critical updates and shared advice contributing to a re-aligning of Australia-China business interests on the path to net-zero. Speakers all shared the diverse ways their companies are working to achieve the common sustainability goal, from broad edicts to granular detail on the bilateral import & export relationship and key insights into China's domestic agriculture sector focus. There emerges a huge opportunity for closer collaboration on decarbonisation initiatives across food production, distribution and global trade.







Closing out the panel sessions, Dairy Australia's Sarah Xu shared insights into dairy industry commitments to net-zero and facilitated an informative AgriTech session with KPMG's Ben van Delden and UQ's Professor Ben Hayes.

Climate change will continue to present an unprecedented and unsolved challenge to food and agricultural production. Meaningful collaboration to fight this common challenge will form a unique platform for engagement between Australian and Chinese partners.

In summarising the day, Coles' Dr Will Mulholland reinforced the sentiment of all in the room, and the many joining online from across Australia and China, that today's Green Channel Agribusiness Summit was the first step in a long journey towards closer cross-border collaboration and a greener food future.

Deputy Secretary General of the China Meat Association Ms Michelle Hu further

reinforced the collaborative theme by sharing their extensive global commitments to a net-zero future through China's massive reforestation program in Brazil. Demonstrating an encyclopaedic knowledge of Australia's industry, Ms Hu highlighted key opportunities for collaboration with Australia on carbon-neutral reporting and producer quality control protocols.

ACBC National Board Member and Westpac Agribusiness Manager Laura Mattiazzi facilitated a dynamic session with Ms Hu, Michael Toby (Costa Group), Helen Dornom (Dairy Australia) and Kirsten Gray (Treasury Wine Estates). Speakers all shared the diverse ways their companies are working to achieve the common sustainability goal.

Mdm Yu Lu, Vice President of the China Chamber of Foodstuffs and Native Produce (CFNA) provided granular detail on the bilateral import & export relationship and key insights into China's domestic agriculture sector focus. Mdm Lu emphasised the opportunity for closer collaboration on decarbonisation initiatives across food production, distribution and global trade.



# Market Diversification – Growing Your Business Networks in China and Beyond | ACBC Vic & Global Victoria China Export Program

10 May 2022 | Virtual

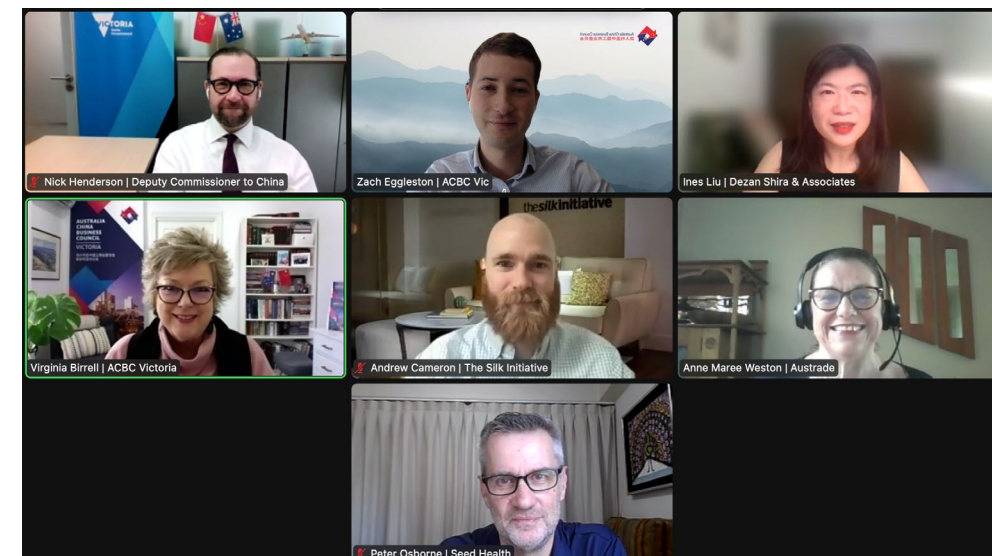
Tuesday 10 May 2022 – ACBC Victoria was pleased to host this online session in collaboration with the Global Victoria Trade Alliance, 'Market Diversification – Growing Your Business Networks in China and Beyond'

We would like to thank our speakers: **Peter Osborne** (Seed Health and formerly Blackmores, Taipei), **Andrew Cameron** (The Silk Initiative, Shanghai), **Anne Maree Weston** (Austrade, Brisbane), **Ines Liu** (Dezan Shira & Associates, Beijing), **Nick Henderson** (Deputy Commissioner to China, Chengdu).

Speakers across industry and government were aligned in their strategic outlooks. Pre-existing China market knowledge and access to new trade blocs such as RCEP provide ample opportunity for the exporter looking to diversify.

At the same time, Australian exporters are moving away from heavy-handed diversification – they want to stay and defend their hard-earned market. The China-plus model of solidifying existing markets while actively and intelligently

seeking out new avenues will be critical to sustained economic engagement with China in an increasingly globalised world.





# China Freight Update – Industry Briefing for Australian Exporters | ACBC Vic, Global Victoria, Austcham South China

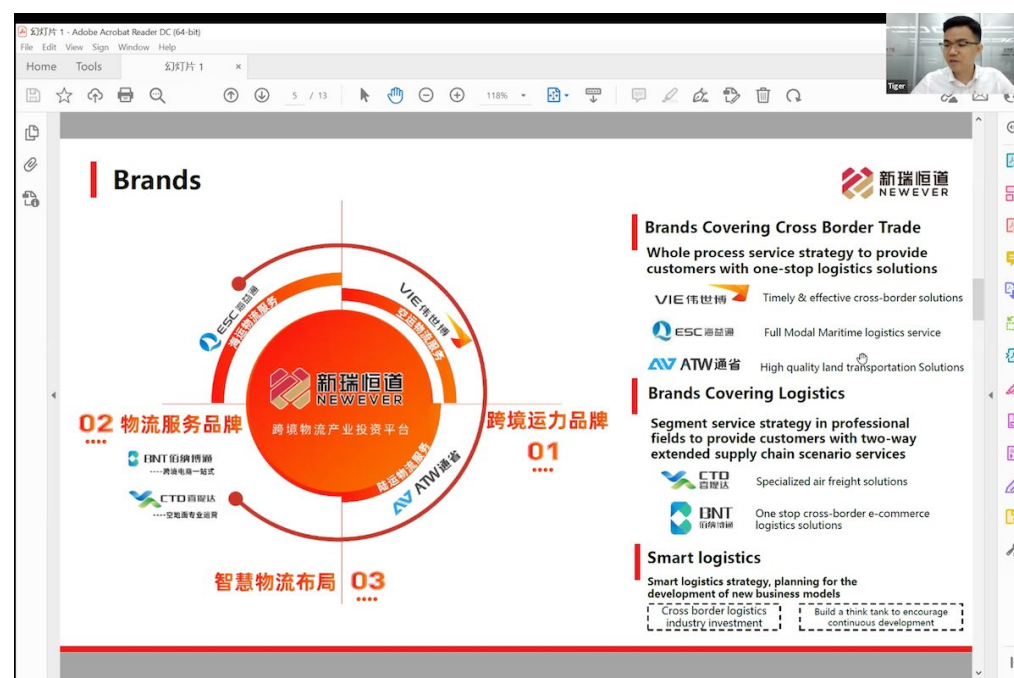
7 June 2022 | Virtual

ACBC Victoria was delighted to partner with Austcham South China and the Global Victoria Trade Alliance to host this important seminar: 'China Freight Update – Industry Briefing for Australian Exporters'.

We would like to thank our speakers:

**Shaun Mooney** Executive General Manager – Commercial, Port of Melbourne, **Darren Hu** Cargo Manager – Australia, China Southern Airlines, **Jeny Lin** Vice General Manager International Logistics, Xuehang Group, **Huang Ruiseng** Senior Commodity Inspection Consultant, VIE China, **Alex Wang** Director, Peloris Global Sourcing, **Andrew Sutherland** Commercial Director, Peloris Global Sourcing, **Nick Henderson** Deputy Commissioner to China

Speakers across the industry addressed the multifaceted challenges exporters face getting their goods to China, with forecasts and tips on managing supply chains, cold storage, customs clearance, budgets and more. Opportunities arise in Southern China where COVID conditions have eased for a smoother freighting experience. ACBC Vic is here to support exporters as we navigate out of global freight gridlock while maintaining and growing existing export trade with China.



## Navigating the Future Australia-China Relationship in the Post-Election Context

Risks, rewards and the case  
for building resilience

Wed 22 June 2022  
In-Person Event  
Holding Redlich  
8/555 Bourke St Melbourne



Australia China Business Council  
澳大利亚中国工商业委员会



Australian  
National  
University

## Navigating the Future Australia-China Relationship in the Post-Election Context | ACBC Vic & ANU

22 June 2022 | In-person

We would like to thank leading academics from the ANU, Anthea Roberts, Darren Lim and Benjamin Herscovitch for their highly-valued insights, and Director at SW Danny Armstrong for moderating the session. We also acknowledge and thank Lou Farinotti and Holding Redlich for providing their CBD offices to host this event. Involving business, government and academia, this session hosted a frank and analytical discussion of the Australia-China relationship. Drawing on

historical context to paint a cohesive picture of the current political relationship, ramifications for business and future scenarios to consider. Taking a macro focus, the presentations began by defining the triple helix guiding the national interest – prosperity, security and values. A considered discussion was given to the establishment narrative for globalisation, its representation in the media and perception shift in recent years.



Zooming in on the trade aspect of the relationship, the second presentation deconstructed China's retaliatory trade tariffs on Australian goods and analysed both the perceived and real results for Australian exporters and the Australian economy.

Australia's relative success at mitigating severe market losses was analysed. Market adjustments and exogenous market shocks (weather, commodity prices) played a major role in conditioning the impact of economic sanctions. Globally competitive industries, open global markets and creative diversification methods (reallocation, transformation, deflection) founded Australia's economic resilience. As Beijing seeks greater self-sufficiency in trade categories where its reliance on Australia is significant, collaborative opportunities in green development will serve to benefit both sides and pave the way for a long-term, mutually beneficial trading and investment partnership.

Concluding with a forecast for the future of the political relationship, the final presentation drew upon the recent encouraging developments in the relationship to paint a selection of

future scenarios. A pattern of positive messaging from the Chinese Embassy, Premier Li Keqiang's congratulatory message to Prime Minister Anthony Albanese, Defence ministers Richard Marles and Wei Fenghe meeting at the Shangrila dialogue and various other 'thawing' developments create an air of renewed optimism to the relationship.

This messaging was caveated with the numerous longstanding disagreements on substantive policy questions on investment, human rights, the South China Sea, consular cases and more issues that continue to hamper the relationship.

Additionally, navigating the complex dynamic of US-China competition further complicates Australia's interaction with our largest trading partner, particularly in the Pacific arena, as symbolised by China's deepening ties in the region.

Constructive, open and reassuring dialogues such as these help to nullify the prospects of an escalating conflict impacting economies and livelihoods and will be ever more critical to our future shared prosperity.

# Proptech Roundtable – Revolutionising the Real Estate Industry | ACBC Vic & Auspacific

29 June 2022 | Hybrid

We would like to thank **Theodore Stone**, representing Auspacific and RMIT Associate Professor in Artificial Intelligence **Andy Song** for their insightful presentations and responses to audience questions and broader discussion.

Theo introduced the YepHome platform, an innovative and fast-growing proptech platform launched in 2020 to satisfy the demand for a smarter approach to property sales in Australia. YepHome makes full use of the technological advances of the digital age including fully functional AR & VR tours to provide a modern option for purchasing property, including off the plan developments.

Working closely with Auspacific and Softbank, Professor Andy Song from

the RMIT School of Computing Technologies provided an enlightening presentation regarding his ground-breaking work in artificial intelligence, including its numerous implications for the home and property sector.

From data-driven heating, cooling and appliance use to efficiencies in water & energy use, construction materials and the multiple safety benefits to users as industry innovators increasingly view houses as interfaces capable of bringing multiplex benefits to our lives.





# Sustainability & Design in China – Strategic China Briefing with Dylan Brady | ACBC Vic & Global Victoria

12 July 2022 | Virtual

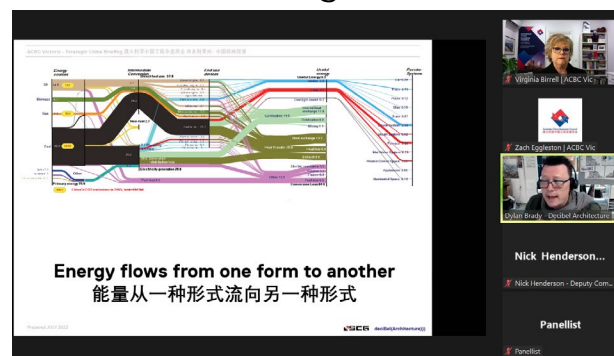
Working out of the Pixel Building in Melbourne (also carbon-neutral), Dylan explained in fine detail how his team created China's highest-rated sustainable and '5Zero' building – Zero carbon, Zero energy, Zero water, Zero waste, and Zero formaldehyde. Dylan further expounded upon the intricate cultural nuances of working on large-scale projects in China – a deep understanding he built over years of in-country experience.

Dylan provided an eye-opening presentation guiding listeners through his productive creative and technical process for developing the highest-rated sustainable building in China and the invaluable cultural insights he picked up along the way.

From understanding the context of

with Chinese business partners.

Dylan's presentation was complemented by the Victorian Government's Deputy Commissioner to Greater China Nick Henderson, who detailed Victoria's sustainable design sector and the trend in China for both urbanisation and low to zero carbon design.



# Maintaining the Momentum Greater Bay Area Executive Roundtable | ACBC Vic & InvestHK

18 July 2022 | In-person

We would like to thank our speakers from InvestHK Yin Robards (Deputy Head – Aus & NZ) and Luca De Leonardis (Head of Investment Promotion – Aus & NZ) for providing an update on the region and providing responses to attendee questions.

We hope this session generated optimism and excitement for the Greater Bay Region (GBA) and the opportunities within. Hong Kong remains of critical importance to China's growth and international investment flows. During the roundtable, a senior group of business leaders met to discuss the current economic status of Hong Kong. 25 years since returning to China, the region has undergone enormous change and continues to occupy a uniquely coveted position on the global stage.

Represented around the table were business leaders from Hong Kong's most valuable and emerging sectors. The discussion was robust and covered a broad

range of areas such as financial services, fintech, creative industries, start-up ecosystems, tourism, family offices, property development, proptech, science parks, blockchain, retail and more.

Emerging opportunities such as utilising Hong Kong as a gateway to ASEAN represent fresh opportunities for Australian businesses looking to expand their footprint.

We look forward to continuing the discussion around the opportunities within the GBA for ACBC members at future events.





# China Briefing: Lunch with Mark Tanner, China Skinny | ACBC Vic & Global Vic

22 July 2022 | In-person

Mark's renown market intelligence and thought-provoking projections were valuable at a time when business travel to China remains difficult.

He highlighted Aus & NZ brands that had made a significant impact in the China market including Eaaron, Red Seal and Devondale. These brands

skillfully meld their antipodean brand heritage with highly researched, localised marketing methods and diverse product lines.



Now more than ever, considerable effort and research is required to succeed in the China market as domestic Chinese brands continue to claim market share in product categories dominated by foreign brands. Brands with a diverse and adaptable marketing strategy, utilising China's unique e-commerce 'hot' channels such as live streaming, daigou and brand collaborations must be leveraged to continue to find success. These are important to build awareness and trial, but aim to use them with a view to transition from paid media to owned and earned media. Mark summed up by emphasising

that Australia is still seen as an aspirational country of origin by many Chinese consumers. Brands should incorporate what makes them special, their Australian origin, but make it relevant and resonant by playing to localised needs and strategies with well-researched and targeted marketing.

A lively discussion, Q&A and valuable networking followed Mark's presentation. We would like to thank Jesse White from Global Victoria for organising this briefing and look forward to providing future roundtables from China market experts such as Mark.



# RECONNECTING MELBOURNE

## Networking Event – JULY |

### ACBC Vic & ACAA

26 July 2022 | In-person

Tuesday 26 July 2022 – ACBC Vic Future Leaders Forum was pleased to again partner with the Australia China Alumni Association to host a large and lively group of the Australia-China network in the city for some much-needed face to face interactions.

It was delightful to see so many of our network brave the cold to meet at European Bier Café for an evening of interesting discussions and quality networking.

Maintaining face-to-face connections for emerging leaders at such a critical career phase has never been more important as COVID-induced lockdowns and WFH arrangements continue to limit meaningful interactions.

We look forward to hosting future networking, dinner, and workshop events to continue to drive connection in the community.





# Australia-China International Education Roundtable – A Realistic Outlook for Victorian Institutions | ACBC Vic & ACAA

4 August 2022 | In-person

Hosted at the Investment Centre Victoria, our thanks to speakers Brett Stevens, Victoria's Commissioner to Greater China Phil Honeywood, CEO of the IEAA, Melissa Banks, Head of the Austrade's International Education Centre of Excellence, Celina Yu, Managing Director of the GBCA and On Kit Tam, Chair of the ACBC Vic Education & Training Working Group. Melissa Banks opened with brand new data on lead indicators showing potential for longer-term recovery. An

emphasis on sustainable growth for the sector and working with providers to calm the market are key areas of focus for Austrade going forward. Phil Honeywood outlined priority areas for the IEAA, work done on lobbying the government and room for improvement for the entire teaching ecosystem. Phil also raised the point that Victoria is the only state not to have an international education strategy.



As the Victorian Government's most senior representative in China, Brett Stevens detailed the extensive work done by Global Victoria and Study Melbourne to ensure students felt supported during the pandemic. With 55% of Chinese student visa holders now on shore, work is underway in the state to ensure a positive experience.

Dr Celina Yu outlined important research on the impact of Chinese students' desire for overseas study. 86% of Chinese students still have an intention to study abroad, and Australia

ranks 3rd in preference, after the UK and Japan and overtaking the US, Canada and France.

A lively discussion and Q&A followed presentations with valuable networking from those in the room. ACBC Victoria looks forward to supporting all Victorian education institutions as they welcome back Chinese international students into the state.

Our thanks to the Global Business College of Australia and Global Victoria for their support of this event.



# What Does it Mean to Futureproof Your Business? | ACBC Vic & Global Victoria

9 August 2022 | Online

We would like to thank our speakers Katherine Teh – Principal, TEH & CO, Toby Graham – General Manager China, SW Accountants & Advisors, Anthony Coles – Chair, ACBC Net Zero Working Group, Australia China Business Council and Nick Henderson – Deputy Commissioner to Greater China, Victorian Government.

Moderated by ACBC Vic Project Manager Zach Eggleston, speakers outlined the current state of the digital economy and green economy in China. Enterprises need to make technical and psychological preparations, and increasingly understand blockchain

technology and social license to operate to secure and increase trade opportunities. Speakers across the industry addressed the widespread application of blockchain technology in China, the government’s technical support for the green economy, and understanding outrage to better prepare your business for a wide array of future scenarios.



In the green economy era, China’s economic development has shifted from high energy consumption to zero emissions. This signals the need for Australian businesses to reassess their engagement with China. A key pillar of the ACBC Green Channel is to prepare our members for the energy transition.

**National pilot list of blockchain innovation applications**

➤ 164 entities, including local government departments, universities, banks, hospitals car companies and power companies

—Jan. 30<sup>th</sup>, 2022

➤ Top countries in Blockchain Patents in 2021

COUNTRY	PATENT	PENDING APPLICATION
China	6068	28476
United States	3216	5541
Singapore	0	789
Australia	287	398



**Toby Graham**  
General Manager, China  
Connecting you to real opportunities in China and Asia





# ACBC Victoria Exclusive Leaders' Boardroom Lunch

**31 August 2022 | In-person**

Wednesday 31 August 2022 – ACBC Victoria hosted a high-level group of corporate members and ACBC executives for a roundtable luncheon in Deloitte's beautiful boardroom in Melbourne.

ACBC National President David Olson provided an in-depth update on ACBC National activities in the lead-up to Canberra Networking Day 2022

including our Net Zero platform for bilateral engagement.

A candid and far-reaching Chatham House conversation followed addressing key concerns for senior ACBC members.



Our thanks to Executive Committee Member, Vera Ou-Young, China Services Group Leader at Deloitte for hosting this important event. We look forward to continuing important conversations and fostering high-level, productive connections between ACBC members to fulfil our goals of providing networking, knowledge exchange and advocacy.





# ACBC Vic & InvestHK – Business Opportunities in Hong Kong and the Greater Bay Area

2 September 2022 | In-person

On Friday 2 September 2022, The Director-General of Investment Promotion at Invest Hong Kong, Mr Stephen Phillips, provided an update to ACBC Victoria members, as part of the latest efforts of InvestHK to promote Hong Kong's business attractions, including the huge opportunities arising from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

Joining Stephen was Mr David Olsson, National President, ACBC, Miss Trista Lim, Director, Hong Kong Economic and Trade Office – Aus & NZ and Mr Matthew Schofield, President, ACBC Victoria who provided comments and answers regarding the diverse opportunities in this large and growing region in a roundtable discussion.

In a Chatham House roundtable discussion, Stephen presented a comprehensive and candid update for HK & GBA, addressing areas of focus for the government, areas of opportunity for Victorian members, and shared indus-

try knowledge drawing on his years of experience in the region.

During the roundtable, Mr Phillips, supported by Miss Trista Lim, David Olsson and Matthew Schofield fielded questions from senior ACBC Vic members, in industries ranging from innovation and technology, financial services and family offices, fintech, business and professional services, and transport, infrastructure, advanced manufacturing and more.

ACBC Victoria is pleased to offer valuable sessions such as these, leading the conversation in the dynamic GBA and promoting opportunities therein.

We look forward to continuing the discussion around the opportunities within the GBA for ACBC members at future events.

Our thanks to Mr Mark Inston, Partner at Hall & Wilcox for hosting this event.





# ACBC Vic Executive Women's Forum & Commonwealth Private Moon Festival Lunch

8 September 2022 | In-person

On Thursday 8 September 2022, ACBC Victoria Executive Women's Forum & Commonwealth Private organised a celebratory Moon Festival Lunch.

It was a delight to see so many of our members and network come together to mark this important lunar calendar holiday.

A special thank you to eminent speakers Wesa Chau, CEO of Cultural Intelligence, Robyn Saranah, General Manager of Commonwealth Private, Virginia Birrell, CEO of ACBC Vic & Tas, and our wonderful MC and host Jene Liu, Director of Commonwealth Private.

We hope the discussion inspired our guests to speak up, reach for new heights and to think deeply about the role of women in business, their company's hiring processes and the intersectionality of gender, ethnicity and culture for executive women.

Our thanks also to our generous prize sponsors Swisse and Mansion Jolie.

We look forward to continuing to support the ever more important role of women in business in the Australia-China community.

Our thanks to Commonwealth Private for hosting this event.



# ACBC Vic Mid-Autumn Festival Dinner for Future Leaders

27 September 2022 | In-person

In celebration of the Mid-Autumn Festival, existing and emerging members came together in Melbourne's Chinatown to engage in insightful discussions and foster meaningful connections over a 4-course Chinese banquet.

Our immense gratitude goes out to Sally Capp, Lord Mayor of the City of Melbourne for her inspiring insights and for taking the time to attend our event straight after a City of Melbourne Council meeting; Trevor Du, Vice-President of the Melbourne Chinatown Association for supporting this event, and our MC and host Lawrence Lam, Chair of the Future Leaders Forum.

We hope our future leaders emerged from the evening with newfound knowledge and connections in the Australia-China space and feel inspired for the future of the Australia China business relationship

Our thanks also to our generous prize sponsor, Wealthsource Legal for their donation of a Mid-Autumn-themed hamper.

We look forward to hosting future activities for our young leaders and to continue to drive connectivity and understanding between our respective communities.





# Report Launch: 'Top 100 Brands' for Asian Consumers | ACBC Vic & Bastion

4 October 2022 | Hybrid

On Tuesday 4 October 2022, ACBC Vic was pleased to partner with Members at Bastion to present their annual 'Top 100 brands' research report that specifically targets the sport, entertainment and tourism industry and analyses feedback from Asian consumers on brand awareness, perceptions, trends and more.

We would like to thank the team at Bastion including Isabel Zhang (General Manager of Bastion Insights), Clare Gleghorn (CEO of Bastion Reputation Management), Richard Chapman (CEO of Bastion Amplify) and James Wunsch (Head of Government at Bastion Insights) for sharing high-level insights and research into this important consumer segment for Victorian businesses.

As Australia repositions itself in the new post-COVID 'normal', brands must ready themselves to be positioned in a manner that entices meaningful engagement and positive

purchase behaviour amongst Asian consumers, to be future-proofed for years to come.

If you would like to access further insights from the report, please contact [isabelz@bastioninsights.com](mailto:isabelz@bastioninsights.com)



## Working Group Meetings

As a service to our members, we were also pleased to invite the following sector experts to address a selection of working group meetings over the past 12 months. The information they provided was well-received by participants and we are grateful to our speakers for sharing their expertise :



### Property & Development Working Group

Two senior representatives from Lockton Global - the world's largest insurance brokers addressed our **Property & Development Working Group**. Our thanks to **Antony Meakin**, National Manager, Melbourne and **Stephen Cooper** - National Practice Leader of Lockton's Global Real Estate and Construction division within Australia for sharing their valuable advice.



### Health and Medical Research Working Group

**Majella Hamilton**, Trade Manager, Health & Life Sciences-Trade at Global Victoria addressed the **Health and Medical research working group** with an update on Victorian projects and opportunities.



### Agribusiness and Food Working Group

**Richard Lange**, General Manager – Commercial Development at Milk 2 Market, provided an in-depth briefing at the August meeting detailing valuable information on Australian dairy Exports to China with market information sourced from Dairy Australia, ABS, ADPF and Freshagenda.



# Australia China Business Council Victoria

Level 5  
121 Exhibition Street  
Melbourne, Victoria 3000

T: +61 3 9027 5606

E: [acbcvic@acbc.com.au](mailto:acbcvic@acbc.com.au)

W: [www.acbc.com.au](http://www.acbc.com.au)

