



Department of
Primary Industries

International Engagement Strategy

Working with NSW agribusiness

The NSW Government is committed to driving growth within the agribusiness sector. By working with industry, research and government partners we will expand export opportunities to key international markets and attract foreign direct investment to NSW. Together we will increase jobs, boost our economy and position NSW for success.

The International Engagement Strategy was written in response to the Agriculture Industry Action Plan 2014 and provides a clear direction for how the Department of Primary Industries (DPI) will work with industry and government agencies to accelerate growth, innovation and productivity within NSW agribusiness.

Introduction

The global population is forecast to grow by over 30% to reach 9.1 billion people by 2050. Projections show that in order to adequately feed this population, global food production will need to increase by around 70%. The growing global population, together with increasing economic growth in developing countries, is creating market demand for our food and fibre products.

NSW has a strong reputation as a producer of high quality, clean, safe food and fibre, and is well-placed to capitalise on growing global demand by leveraging our reputation in markets to increase exports and attract international investment.

NSW agricultural production and exports

The agribusiness sector is a major contributor to the NSW economy, generating employment, investment and exports. The NSW Government has committed to achieve a 30% growth in the value of NSW primary industries by 2020. At the end of 2015-16, NSW primary industries gross value of production (GVP) reached a record high of \$13.9 billion – an increase of 17% on the previous two years.

NSW agricultural products are heavily export focused, with the value of NSW agribusiness exports estimated at \$5.7 billion in 2015-16.

DPI works closely with industry and government to improve market access and deliver export outcomes for the agricultural sector, particularly in our key export markets of China, Japan, South Korea, the United States and Indonesia.

With a rapidly expanding middle class in Asia, the number of consumers in our export markets with higher incomes and an appetite for high quality, safe products continues to rise. NSW is ideally positioned to take advantage of the opportunities in the global market and grow its agribusiness sector.

NSW Department of Primary Industries

NSW Department of Primary Industries (DPI) has a key role to play in driving economic growth and increasing the value of primary industries in NSW.

The focus of DPI is to:

- » Build strategic partnerships with industry and government to expand opportunities for agribusiness development
- » Maintain our world class assurance programs, strong food safety measures and the ability to respond, manage and control biosecurity threats
- » Strengthen existing capacity in research and development to enhance agricultural production
- » Support the State's primary industries to grow agribusiness capacity through increased exports and investment across NSW

The DPI Strategic Plan 2015–2019 outlines how DPI will help industry to achieve:

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| 1 | Innovation that improves resilience and boosts productivity. |
| 2 | Sustainable use of, and access to, natural resources. |
| 3 | Mitigating and managing risks to community and industry confidence. |
| 4 | Productive partnerships with business, industry, research institutions and the community. |
| 5 | Engaged individuals who are capable and accountable, empowered to collaborate, innovate and embrace change. |

\$5.7B

value of NSW produce exported into overseas markets

87K

number of jobs in agribusiness in NSW

53K

number of businesses operating in the primary industries sector of NSW

NSW DPI International Engagement Strategy

The strategy outlines how DPI will work with industry and government to:

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| 1 | Prioritise international markets and sectors |
| 2 | Grow agribusiness exports |
| 3 | Attract agribusiness investment |
| 4 | Promote NSW agribusiness |
| 5 | Build partnerships |





TARGETS

CONTRIBUTE to a 30% increase in the value of primary industries in NSW by 2020.

CONTRIBUTE to increasing gross state production at an average rate of 1.5% per annum, in line with the NSW economic development framework.

INCREASE the dollar value of NSW's share of national agricultural performance through industry value add (IVA).

INCREASE the growth rate for NSW agricultural exports.

INCREASE business investment in NSW by an average of 4% per year to provide the foundation for securing jobs and long term economic activity (NSW 2021 target).

GENERATE over \$100 million per annum in additional agribusiness trade for NSW, attributable to DPI programs.

INCREASE the value of NSW food and fibre traded through innovative supply chains.

IMPROVE stakeholder collaboration and satisfaction.



Goal 1. Prioritise international markets and sectors

The NSW Government has identified ten priority international markets which are the focus for the NSW DPI International Engagement Strategy.

These markets represent both current significant trading partners and emerging markets with forecast growth opportunities.

Actions

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| » | Identify export market opportunities and challenges, and make recommendations to support growth for relevant sectors. |
| » | Develop industry profiles to support market and sector analysis. |
| » | Secure funding to agribusiness sector development in NSW to build capability and export readiness. |
| » | Provide information on consumer and market trends in priority sectors to support a market focus. |
| » | Work with industry to export R&D capability in such areas as: post-harvest treatment, water efficiency, biosecurity monitoring and response, cropping responses to climate change, forestry, grazing management, soil conservation, horticulture, aquaculture and education (including online and e-learning). |



1 BEEF



Goal 2. Grow agribusiness exports

NSW has a reputation as a producer of quality food and fibre. NSW also has an enviable animal and plant health status, underpinned by world class biosecurity and food safety monitoring and management systems.

DPI works alongside agribusiness industries to maximise our competitive advantage, by

supporting continued growth and expanding export opportunities.

Accessing and disseminating market intelligence, so that NSW agribusinesses can make informed decisions on research, development and investment, is a priority for DPI.

Actions

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| » | Facilitate access for exporters into new and existing markets. |
| » | Identify barriers to trade and prioritise actions to reduce these barriers. |
| » | Increase the profile of NSW Biosecurity and Food Safety (BFS) systems to support export marketing efforts. |
| » | Improve air freight protocols to support access for fresh produce to key markets. |
| » | Support supply chain innovations, including e-commerce. |
| » | Advocate for Sydney's third airport to provide efficient access to export markets and future growth. |

\$1.6B

2 COTTON \$590M

3 WOOL \$584M

4 WINE \$507M

5 SHEEPMEAT \$475M

TOP NSW AGRICULTURE EXPORTS 2015

6 WHEAT \$453M

7 LEGUMES (CHICKPEAS) \$366M

Goal 3. Attract agribusiness investment

Investment empowers agribusiness development and provides much needed capital capacity. This will sustain development of NSW primary industries into the future. Sydney is well recognised as the leading financial hub in the Asia Pacific region.

DPI works with Austrade, business chambers, industry organisations, industry export advisors and investment specialists to help to attract suitable foreign investment.

NSW offers investors and exporters a stable and strong comparative advantage in the production of agricultural products as a result of its size, geography, technology, skilled workforce and market access.

Our legislated quarantine and monitoring regimes ensures high quality consistent produce. The diverse production environment, proximity to Asian markets, logistic efficiencies and strong cultural ties make NSW an attractive target for agribusiness investment.

| Actions | |
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| » | Facilitate foreign investment to provide a valuable source of capital for growth and innovation in the sector as well as integration into global markets. |
| » | Work across agencies to identify opportunities to better support investment. |
| » | Participate in investor events. |
| » | Support outbound trade delegations to promote NSW agribusiness in priority markets. |
| » | Collaborate with investment promotion agencies to support foreign direct investment into NSW. |

Goal 4. Promote NSW agribusiness

DPI works collaboratively with industry partners and government representatives, to maximise NSW's exposure in the international agribusiness arena.

By working together we are better positioned to:

- » build the profile of NSW agribusiness capability to provide premium, quality products;
- » attract investment into the NSW agribusiness sector;
- » attract and generate productive agribusiness export, investment and research;
- » harness commercial and market insights; and
- » encourage growth in NSW agribusiness activities in overseas markets.

Actions

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| » | Leverage DPI's skilled workforce and capacity for research and innovation in key markets to build knowledge and support NSW exporters. |
| » | Showcase NSW agribusiness and support outbound trade missions. |
| » | Support innovative market intelligence developments such as an online market intelligence portal. |
| » | Leverage agency partners to promote capability of NSW exporters and opportunities for investment. |



Goal 5. Build partnerships

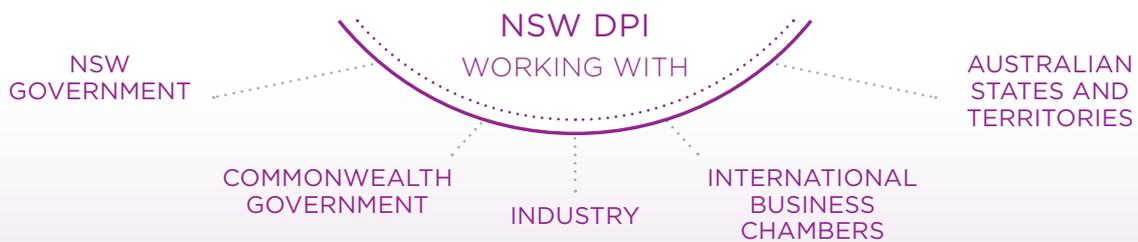
Partnerships are essential for removing industry level barriers to trade and supporting foreign direct investment. DPI seeks to build partnerships that promote the value, opportunities and technical aspects of trade.

Free Trade Agreements have reduced tariffs in many of our key export markets. However non-tariff barriers are increasingly prominent impediments to trade. DPI, together with our partners, is working to address these barriers.

DPI works with various arms of government to progress trade initiatives and provide a central point of contact for industry and its markets.

Actions

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| » | Support export readiness programs. |
| » | Increase NSW industry participants in NSW export/investment-ready educational programs. |
| » | Develop regional agribusiness growth initiatives across multiple NSW agencies. |
| » | Leverage DPI research and development programs in overseas markets to build relationships, facilitate market growth and identify commercial technology exchange. |
| » | Work with Commonwealth agencies to influence trade policy decisions that support NSW agribusiness. |
| » | Establish DPI in partnership with Austrade as a leader in trade promotion and investment attraction. |



Non-tariff barriers may include:

- » Import bans
- » Rules of origin
- » Sanitary and phytosanitary conditions
- » Packaging and labelling conditions
- » Complex regulatory environment
- » Determination of eligibility of an exporting establishment by the importing country
- » Additional trade documents such as Certificate of Origin and Health Certificates
- » Import licenses
- » Fixation of a minimum import price
- » Intellectual property laws (patents, copyrights)
- » Restrictive licenses

DPI is working to address these challenges through:



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dpi.nsw.gov.au

