

Port Macquarie company targets new market in China

A Port Macquarie company is heading to China next month targeting new export opportunities, with support from the NSW Government, NSW Minister for Small Business Joe Tripodi said today.

Mr Tripodi said For Earth, which manufactures and supplies bacterial products and low-energy aeration systems to treat waste water from various industries, would be attending Water China 2008 in Guangzhou.

“Water China 2008 is China’s only international, specialised event for the water industry.

“For Earth began promoting its products to government authorities in China last year, so Water China 2008 is a great opportunity to further develop its involvement in the market by meeting agents, wholesalers, retailers, distributors and end-users.

“For Earth will also be meeting relevant businesses in Shanghai and Guangzhou.

“China is experiencing the fastest growth in demand for environmental products and services in the world.

“It’s estimated that environmental damage costs up to eight per cent of China’s gross domestic product each year.

“So there is an enormous market for environmental products and services in China, which is expected to reach \$US60 billion by 2015.

“China has experienced spectacular growth over the past decade and has a growth outlook overshadowing most Asian markets.

“China is NSW’s largest trading partner and fourth largest export destination, with exports to China worth more than \$2.3 billion in 2006-07.”

Mr Tripodi said the State Government’s assistance to For Earth was part of the State Government’s program to help NSW companies win business in international markets.

“With one in five jobs linked to exports, the NSW Government is actively assisting NSW companies through trade missions, participation in international trade shows and individual market visits.

“We also have a network of export advisers across the State to provide advice and assistance to new and existing exporters,” Mr Tripodi said.

ENDS