

Trade 2018 overview

Overarching objective:

Provide a vehicle to strengthen trade and investment ties across the Commonwealth

Key Partners: Office of the Commonwealth Games, City of Gold Coast, Trade and Investment Queensland, Tourism and Events Queensland, Austrade, Department of Foreign Affairs and Trade, Gold Coast 2018 Commonwealth Games Corporation

PRIORITY MARKETS						
United Kingdom	India	Canada	Singapore	Malaysia	New Zealand	Papua New Guinea

PRIORITY SECTORS

Innovation, health and knowledge management – investment

Food & agribusiness – exports

Education & training

Business of sports (inc. major event capability) – exports

INDUSTRY ENGAGEMENT

PHASE 1

INTERNATIONAL ACTIVATIONS

January–December 2017

- Conduct events in priority markets coinciding with the Queen's Baton Relay - including outbound trade missions and investor briefings/ roundtables in priority markets.
- Activities will promote Queensland, identify and engage priority trade and investment stakeholders, and encourage visitation to QLD in the lead-up to or during GC2018

PHASE 2

INBOUND ACTIVATIONS

April 2017 – March 2018

Inbound business/trade missions from key international markets, in targeted industry sectors:

- Innovation, food and agribusiness, international education and training and business of sports (including major event capability services).
- Activities to leverage existing high-profile Queensland events.

PHASE 3

GAMES-TIME ACTIVATIONS

March – April 2018

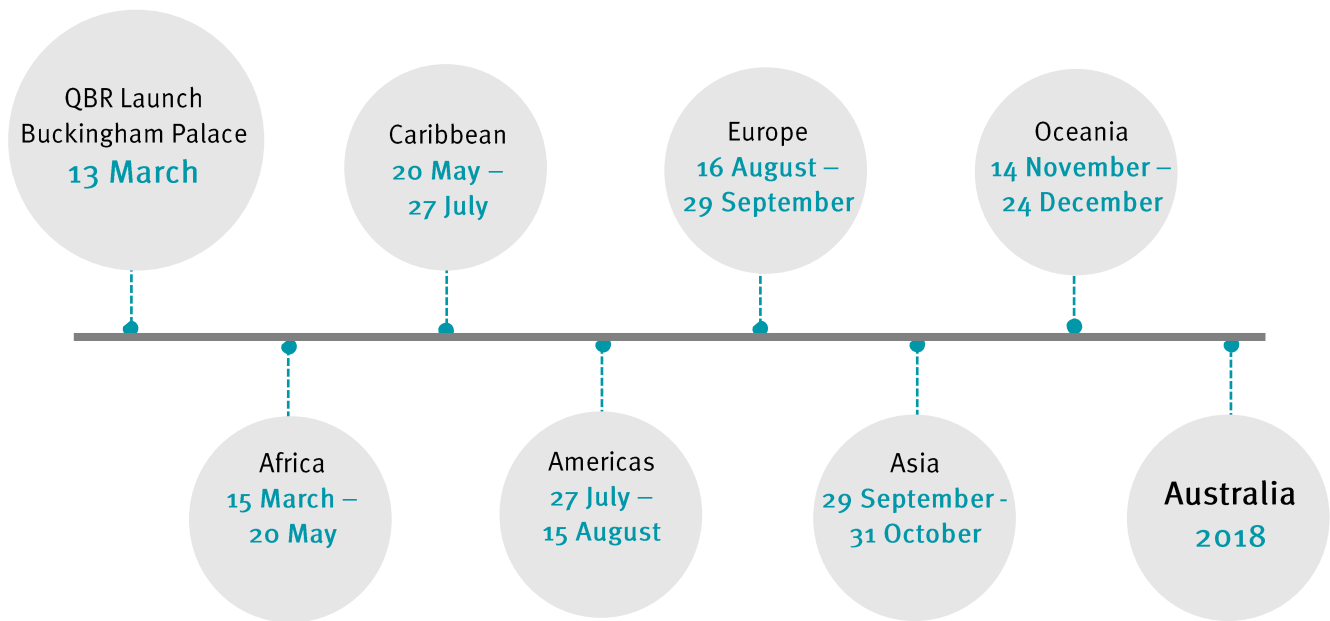
- A parallel program of trade and investment-focused activities, events and site visits at Games-time, including establishment of a dedicated 'Commonwealth House' next to the Gold Coast Media Centre in partnership with the Commonwealth Secretariat.



Queensland
Government
Australia



Key dates for the Queen's Baton Relay



International activations 2017

- QBR Launch, London, 13 March
- Canada, 27 July – 2 August
- United Kingdom, 16 August – 17 September
- India, 3–9 October
- Malaysia, 16–21 October
- Singapore, 25–31 October
- Papua New Guinea, 1–5 December
- New Zealand, 17–24 December

Indicative dates for inbound delegations 2017

- Myriad Festival 2017 – Queensland Innovation and Investment Summit, 29–31 March
- Sudirman Cup on the Gold Coast, 21–28 May
- TropAg 2017, 20–22 November
- Further delegations and events to be announced through 2017–2018

For more information visit www.trade2018.com

