

TRADE 2018

GOLD COAST 2018 COMMONWEALTH GAMES TRADE AND INVESTMENT PROGRAM



Queensland and the Gold Coast are set to shine on the world stage as we prepare to host the Gold Coast 2018 Commonwealth Games (GC2018) in April 2018.

The Queensland Government, in partnership with the City of Gold Coast and with the support of the Australian Government will be facilitating an exciting program of trade and investment events – *Trade 2018* – in the lead up to and during GC2018.

This program will focus on four key sectors, reflecting the shared priorities of our local, state and national partners. The sectors include Health and Knowledge, Food and Agribusiness, International Education and Training, and the Business of Sport.

Trade 2018 will include a roadshow of international business receptions and briefings in key markets, inbound delegations of international buyers and investors in the lead up to GC2018, and a comprehensive international business program at Games time.

The program will focus on seven priority Commonwealth markets: the United Kingdom, India, Canada, Singapore, Malaysia, New Zealand and Papua New Guinea, with events being held in each of these countries in the lead up to the Games.

Queensland boasts a strong, stable and diversified economy, enviable climate and lifestyle and is the perfect location to capitalise on emerging economic opportunities in Asia. Industries in food and agribusiness and education and training are well established across the state including on the Gold Coast, and our expertise in innovation, health and medical research are globally recognised. Queensland's hosting of the G20 Leaders' Summit in 2014 is proof of its capacity to secure and stage successful, safe, major international events.

The Queensland Government and the City of Gold Coast are working with Trade and Investment Queensland (TIQ) to showcase the state and invite international businesses to the Gold Coast and Queensland to explore opportunities through *Trade 2018* before, during and after GC2018.

Come take a closer look at trade and investment opportunities in Queensland, Australia.



Health and Knowledge

Queensland has a strong history of fostering innovation and has invested heavily in science and innovation over many years. This has resulted in a strong pool of talent and a growing industry of commercialised technologies that are investment and/or export ready.

Through the whole of government *Advance Queensland* initiative, Queensland is committed to creating the knowledge-based jobs of the future, through investing \$405 million over four years in an integrated and comprehensive suite of programs.

This includes the Advance Queensland Industry Attraction Fund to relocate or establish new business and projects across a range of industries including biomedical and life sciences.

Advance Queensland links to Australian Government initiatives including the Research and Development Tax Incentive, the Australian Medical Research Future Fund and a streamlined and supportive approach to clinical trials.

A key legacy for GC2018 will be the establishment of the Gold Coast Health and Knowledge Precinct (GCHKP) at the site of the Athlete's Village.

The GCHKP will support over 26,000 full time jobs, including the creation of an additional 12,000 knowledge based jobs across 9.5 hectares of land.

Through building on existing collaborations across the Gold Coast University Hospital, Gold Coast Private Hospital and Griffith University, the GCHKP will facilitate and encourage:

- research and development
- commercial options for health, medicine and technology
- growth and attraction of skilled workers.

The GCHKP will ensure that Queensland continues to develop its capabilities to build on existing world-class capabilities across biomedicine, vaccine research and drug discovery, tropical health and disease, oncology, hospital management and e-health.

Food and Agribusiness

Queensland's production capacity sets it apart globally. At 1.7 million km² Queensland is Australia's second largest state, measuring seven times the size of the United Kingdom, with 83 per cent of land being used for agricultural production.

In 2014-15 Queensland exported \$7.8 billion worth of agriculture and food products, contributing 17 per cent of the state's overseas commodity exports. Our ability to maintain quality, security and sustainability is a result of best practice management, smart regulation and continued breakthroughs in research and development.

We have proven global experience in food and agribusiness, and are a premier destination for creating and testing new and advanced technologies.

The Gold Coast has developed a niche food and beverage industry, leveraging the broader agricultural strengths of Queensland. The industry is recognised for innovation across functional foods and food and beverage manufacturing. The development of functional foods for sport, health and wellness is consistent with the city's sport mindedness. Beverage production continues to grow with the establishment of award winning craft breweries that service a growing export market. The ability to source fresh produce within the regions is fundamental to the city's thriving culinary scene, which contributes to the success of the region's visitor economy.



Image courtesy of Tourism and Events Queensland.

Business of Sport

Queensland and specifically the City of Gold Coast, is widely regarded as a sporting hub within the Asia-Pacific region.

Queensland is a unique destination for hosting major events, with established world-class infrastructure including Suncorp Stadium, The Gabba, Cbus Super Stadium, Metricon Stadium, the Gold Coast Aquatic Centre and the new Gold Coast Sports Precinct. There are also major convention and exhibition centres in Brisbane, Gold Coast and Cairns.

Queensland businesses boast expertise in every aspect of event management, and outstanding skills in hosting, promoting and delivering major events.

Tourism and Events Queensland (TEQ) already works collaboratively with government, industry and destination partners to identify, attract, develop and promote major events that deliver economic outcomes, increased visitation, reputational benefits and community pride. The City of Gold Coast similarly supports major event companies to host events within the city.

Queensland is investing in excellence and innovation in sports related sectors, with a host of academic institutions, commercial enterprises and sports networks working on research and development initiatives and to establish commercial entries to the market in the areas of sports science, technology and health.

Recognising its strengths in sport, including high performance training, the Gold Coast has a dedicated sport attraction program to assist elite sporting teams looking to capitalise on sporting excellence. With the city's sport mindedness, many of the premier competition venues are made available to professional teams for pre-event training camps and friendly competition matches.



International Education and Training

Queensland's world-class education and training institutions, inclusive multicultural communities, idyllic locations, and enviable lifestyle makes it the first choice for many international students. In 2016, Queensland's international education and training (IET) industry generated more than \$2.9 billion in export revenue and supported almost 20,000 jobs, making it the state's second-largest service export. Australia's international education sector's contribution to export earnings is expected to almost double to exceed \$33 billion by 2025.

Queensland has strengths in all aspects of IET, including schooling, English Learning Intensive Courses for Overseas Students (ELICOS), Vocational Education and Training (VET) and higher education, including undergraduate, post-graduate and doctoral studies.

The *International Education and Training Strategy to Advance Queensland 2016 – 2026* details 36 initiatives to boost Queensland's IET sector supported by investment of \$25.3 million over the next five years.

The Gold Coast has a reputation as one of the most welcoming student cities in Australia and is rated by QS World University Rankings as the best student city by the beach in the world. Each year the city welcomes international students from more than 125 countries to study across its institutions.

With a strong commitment to education, the Gold Coast has one of the highest number of universities per capita in Australia. The city's three research-intensive universities – Griffith, Bond and Southern Cross – are developing a reputation for cutting-edge research in glycomics, drug discovery and infectious disease, climate change adaptation, 3D printing and prosthetics, digitally enabled technologies and sport management.



Key Queensland facts

- Australia is the world's 12th largest economy, with Queensland forecast to have the fastest growing state economy in 2016-17 and 2017-18.
- Queensland is ideally positioned at the crossroads of the Asia-Pacific, close to growth markets.
- Queensland's workforce is highly skilled, motivated and employment ready.
- Tropical and sub-tropical climate and lifestyle, a world-class education and advanced health services make Queensland an ideal place to live and work.

Trade 2018 partners

Trade 2018 brings together the Queensland Government and the City of Gold Coast, working with the Australian Government and Trade and Investment Queensland, the Queensland Government's dedicated global business agency.

This is your opportunity to embrace the broad range of trade and investment opportunities Queensland has to offer.

Trade 2018 will be hosting a roadshow of international business receptions and briefings in key markets, inbound delegations of international buyers and investors in the lead up to the Games, and an international business program during Games time.

Getting started

You can learn more, or register your interest in being part of this exciting trade and investment program, by visiting www.trade2018.com

Key Gold Coast facts

- The Gold Coast boasts one of the fastest growing populations in Australia.
- The Gold Coast has a strong commitment to education with one of the highest number of universities per capita in Australia.
- The Gold Coast has a high diversity of industries, from health and education to tourism, marine, sport and film.
- The region benefits from easy and quick access from both the Gold Coast and Brisbane International Airports.
- Culturally rich with a diverse local population, the unique Gold Coast culture attracts visitors from all over the world.

You are invited

Trade 2018 offers the opportunity to take advantage of the very best of trade and investment initiatives in Queensland, including on the Gold Coast. Key business opportunities exist in Health and Knowledge, Food and Agribusiness, International Education and Training and the Business of Sport.
