

Priority Sectors and Opportunities

Energy



Tourism, Events and Creative Industries



International Education



Mining and Mining Equipment, Technology and Services (METS)



Technology and Advanced Manufacturing



Primary Industries



For the full version of Western Australia's Asian Engagement Strategy 2019-2030
www.jtsi.wa.gov.au

Access Asia Business Grants
www.jtsi.wa.gov.au/accessasia

For further information
asianengagement@jtsi.wa.gov.au

Government of Western Australia International Offices

Dubai

Market Coverage: Middle East, Africa
 Suite 106, Emarat Atrium, Al Safa Sheikh Zayed Road
 PO Box 58007
 Dubai, United Arab Emirates
 Tel: +971 4 343 3226
www.wato.ae

Jakarta

Market Coverage: Indonesia
 World Trade Centre 2
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 Jakarta 12920, Indonesia
 Tel: +62 21 295 22659
www.jtsi.wa.gov.au/indonesia

London

Market Coverage: Europe and UK
 5th Floor, Australia Centre
 Corner of Strand & Melbourne Place
 London, United Kingdom WC2B 4LG
 Tel: +44 20 7240 2881
www.wago.co.uk

Mumbai

Market Coverage: India, South Asia
 Number 2, 93 Jolly Maker Chambers
 9th Floor, Nariman Point
 Mumbai, India 400 021
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Seoul

Market Coverage: South Korea
 Unit 702 7th Floor
 Kwanghwamoon Building
 149 Sejong-daero, Jongno-gu
 Seoul, Republic of Korea 03172
 Tel: +82 2 722 1217
www.westernaustralia.or.kr

Shanghai

Market Coverage: Greater China
 Room 2204, CITIC Square, 1168
 Nanjing Road West, Shanghai
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www.westernaustralia.cn

Singapore

Market Coverage: Singapore, Malaysia
 Thailand and Vietnam
 Suntec Tower 4, #20-02
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Tokyo

Market Coverage: Japan
 14th Floor, Imperial Tower
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 Tel: +81 3 5157 8281
www.wajapan.net



- Western Australian Government and Tourism Office
- Western Australian Tourism Office
- Western Australian Government Office
- Western Australian Branch Office
- International Education Managers are located in the China, India, Indonesia, Japan, Korea and Vietnam



WESTERN AUSTRALIA'S ASIAN ENGAGEMENT STRATEGY 2019-2030

OUR FUTURE WITH ASIA

SUMMARY



KEY THEMES FOR ENGAGING ASIA

Minister for Asian Engagement



The rise of Asia is the biggest economic, social and cultural opportunity for current and future generations of Western Australians.

In 2018, Asia had a population of around four billion people and accounted for 42 per cent of the world's economy. Within two to three decades, Asia's population will have increased by approximately one billion and Asian economies will represent over half of the world's economy.

Western Australia and Asia have benefited greatly from the shift in global economic power. Our State's merchandise exports to Asia increased from \$24 billion to \$129 billion between 2004 and 2018, and we export more to Asia than any Australian State or Territory.

Investment is also an essential economic driver. From 2010 to 2018, total international and national business investment into Western Australia was over \$500 billion. The State's established mining, energy and agriculture industries, productive infrastructure and highly-skilled workforce are all enormously favourable to attracting investment from Asia and worldwide.

The Asian Engagement Strategy identifies the steps we will take to deepen our connections and demonstrates our commitment to economic integration, driven by a willingness to learn, venture, collaborate and understand Asia's rich and complex civilisations.

The State Government will provide strategic leadership to encourage collaboration and establish the essential frameworks, structures and incentives to deliver the vision of this Strategy. We will maintain our focus on jobs growth, and report progress on expanding our key industries and innovation culture.

Our vision is that by 2030, Western Australia will have:

- Increased trade and investment, delivering job creation and economic growth
- Diversified the economy through development of the priority sectors
- Developed an Asia-engaged workforce through capacity building and relationships.

I encourage all Western Australians to participate in the world's most exciting region.

Hon. Peter Tinley AM MLA
Minister for Asian Engagement

1. Maximising Investment and Trade Opportunities

Western Australia is proud to be a partner in Asia's economic transformation. The extraordinary size and diversity of Asia offers a vast range of mutually beneficial investment and trade opportunities.

Within the Asian region, each economy varies significantly in size, composition and stage of development. The Strategy ensures that knowledge of key markets and new opportunities in Asian economies is developed, thoroughly evaluated and prioritised by the State Government.

Providing the business sector and other stakeholders with strategic intelligence and practical advice will facilitate greater trade and investment benefits, and drive coordination, across State Government agencies and industry organisations.

Actions

- Develop Market Plans for all key Asian markets based on the priority trade and investment sectors, new industries and e-commerce opportunities for Western Australian businesses.
- Develop a 10-year economic outlook to assess priority Asian markets and identify trade and investment opportunities, key infrastructure developments, supply and value chain creation, and trade and investment barriers.
- Promote Western Australia's investment and trade opportunities through our government-to-government relationships, diplomatic sector initiatives and business networks in Asia.
- Support and increase Ministerial and business delegations between Asia and Western Australia to develop new export markets and attract investment.
- Increase engagement, communications and advice from the Government of Western Australia International Offices to Western Australian businesses on investment and trade opportunities.
- Support Western Australian business, particularly start-ups and innovative enterprises, to access Asia-based forums that facilitate business matching, offer opportunities for scale and open new markets.

2. Supporting Asia Literacy and Capability

With intense global competition for Asia's business and economic networks, our levels of Asia literacy and capability are critical to competitiveness.

Asia literacy is a practical business development strategy that can deliver productivity improvements, a more culturally diverse workforce, sharper thinking and greater innovation.

Asia capability includes a sophisticated knowledge of Asian markets, experience operating in Asia, the existence of trusted relationships in the region, the ability to adapt behaviour to cultural contexts, language proficiency and the capacity to work with governments in Asia.

Commercial decisions in Asia are strongly reliant on respectful, knowledgeable and nuanced relationships between government, corporate and institutional leaders, and their workforces. Building Asia capability will be essential to preparing Western Australians for the jobs of the future.

Actions

- Support leadership programs that build Asia capability in the business sector, industry bodies and wider stakeholder groups.
- Partner initiatives that develop Western Australia's Asian professional and business networks, and support long-term collaboration with the wider business community.
- Promote the value of Asian language skills and a multilingual workforce within State Government services, business and education sectors, service industries and industry groups.
- Partner with Asian diaspora communities on economic initiatives including greater engagement with visiting Asian delegations, entrepreneurs and investors, and identification of market opportunities.
- Promote the economic, cultural and social value of trade and investment with Asia and the positive impact on the income and living standards of all Western Australians.

3. Enhancing People-to-People Links

Long-term relationships allow Western Australia and Asia to develop a deeper understanding of each other and are essential for trade and investment success.

Western Australia has many high-quality relationships in Asia through trade and investment, Ministerial visits, tourism, international education, Sister-States and Cities, and sport and youth exchange programs.

People-to-people links are also supported by the Commonwealth and local governments, diplomatic sector, business and leadership-based networks, advocacy organisations, university-based partnerships and creative industries.

Western Australia's Asian diaspora communities are also powerful partners in deepening the State's connectivity across Asia, as well as attracting business investment, tourism and international students.

Actions

- Support Asia-based business-to-business engagement, industry-to-industry partnerships and innovation based on the State's priority sectors.
- Partner with Asia champions and transformational leaders who can provide thought leadership, share their skills and advocate effectively on the value of Asian engagement.
- Leverage cultural exchange and engagement programs supported by the Commonwealth, State and local governments, diplomatic sector and business groups.
- Increase joint academic research, Asia-based professional development opportunities, reciprocal student exchanges and long-term relationships with alumni networks.
- Support business participation in Asian market-based events and activities that promote connectivity and align with the State's priority sectors.
- Develop new initiatives to activate the full economic, creative industry and social impact potential of Western Australia's Sister-State and Sister-City agreements.

4. Supporting Business Networks and Communities

Western Australian businesses have opportunities to flourish in the Asian economic powerhouse of more than four billion people.

However, new approaches are required to succeed because Asian consumers are from diverse areas with their own local cultures, languages, influences and faiths.

Businesses can grow by collaborating with the State and Commonwealth Governments, as well as commercial partners, to develop effective trade supports, such as free trade and bilateral agreements.

Western Australia's cultural diplomacy and soft power initiatives, including professional and community development programs, young entrepreneur platforms and institutional collaborations, will build networks and deliver high-value business and community outcomes.

Actions

- Provide information and advice to Western Australia's small business sector on the latest trade and investment opportunities and incentives in Asia.
- Partner with Asian Business Councils on programs that support Western Australian businesses to gain market-specific intelligence, cultural awareness and networks in Asia.
- Support platforms for companies trading with Asia to share their knowledge, insights and experiences to empower business growth.
- Provide opportunities to recognise the contribution of Asian entrepreneurs, Asia-engaged businesses and social enterprises, with a focus on women and youth.
- Support creative, sports, youth and regional programs that provide lived experience in the Asian region.
- Promote the value of cultural diplomacy and reciprocal benefits of economic, cultural and social engagement with Asia.