

South Australia–Shandong B2B Platform

At the 2015 South Australia-Shandong Cooperation and Development Forum, a Memorandum of Understanding was signed between Local Government and the Shandong Bureau of Commerce to establish a business-to-business (B2B) platform for economic development and cooperation.

The B2B Platform is a website being developed to showcase South Australian products and services to Shandong businesses. It aims to leverage the strong relationship that exists between sister-states South Australia and Shandong and facilitate greater two-way trade and investment.

The development of this platform is a collaborative effort by councils. It is being driven by the Local Government Association SA in partnership with the Australia China Business Council SA and has the support of the Shandong Bureau of Commerce. This initiative is part of Local Government's strategy to competitively position South Australian businesses to engage with businesses in Shandong Province.

The South Australia-Shandong B2B Platform will be launched as part of the Premier's outbound mission to Shandong in April 2016, which will be held over five days visiting five third and fourth tier cities including Jinan, Qingdao, Zibo, Linyi and Yantai, reaching a potential audience of 1,000 Chinese businesses and investors.

Invitation to Participate

We are currently seeking interest from South Australian businesses to promote their trade and investment opportunities on the South Australia-Shandong B2B Platform. Benefits of participating include:

- A unique opportunity to target China's valued third and fourth tier markets, which have greater potential for South Australian small to medium enterprises.
- A powerful medium to communicate with Shandong businesses, having full support from South Australian and Shandong Local Governments.
- Increased quality and outcomes for businesses participating as all information is pre-qualified by a trade / investment panel prior to upload on the Platform.
- Potential exposure to 1,000 Chinese businesses and investors as part of the launch of the B2B Platform in five cities across Shandong in April 2016.

How to Apply

If you are interested to promote your trade / investment opportunities on this unique B2B Platform, please return the attached form to lisa.odonoghue@acbc.com.au by 27 January 2016.

If you have any enquiries or need further information on the B2B Platform, please contact Lisa O'Donoghue at the Australia China Business Council on 8210 1211.

All applications will be reviewed by a trade / investment panel prior to uploading to the Platform.