



## **MINISTER FOR FOREIGN AFFAIRS**

**The Hon. Kevin Rudd MP**

## **MINISTER FOR TRADE**

**The Hon. Craig Emerson MP**

### **AUSTRALIA-CHINA 2.0 TRADE MISSION**

The Foreign Affairs Minister Kevin Rudd has officially launched the Australia-China 2.0 trade mission in Brisbane today.

In the first of a series of capital city forums, Mr Rudd informed business leaders about the Austrade mission and invited them to join him and Trade Minister Craig Emerson in China on August 4 - 9.

Australia-China 2.0 is designed to help Australia's businesses expand their links with China's booming regional or second-tier cities. By 2020, China will have six provinces with a Gross Domestic Product (GDP) greater than \$1 trillion and eight cities with a population greater than 10 million.

"China is entering a new era of development," Mr Rudd said.

"As its burgeoning middle class creates increased demand for consumer products and services, China's old export led growth model is giving way to a greater emphasis on domestic consumption, sustainability and the environment.

"At the same time, rapid urbanisation across China's heartland is creating new centres of opportunity beyond the traditional urban hubs of Beijing and Shanghai."

Mr Rudd and Dr Emerson will travel with a select group of business people to five of China's most dynamic cities: Changsha, Chengdu, Chongqing, Guangzhou and Wuhan.

Dr Emerson said the Government wanted to ensure businesses were ready to meet the demand for Australian exports these cities will generate.

"Governments set the frameworks in which trade can develop," Dr Emerson said.

“However, it is the personal contact between people in business and industry that drives the trade flows that help economies to prosper.”

Australian service-based businesses in the following fields should consider joining the mission:

- Architecture, design, green technology, urban planning, water and air quality and waste management, clean energy, infrastructure and logistics
- Education
- Financial and professional services

The next roadshow will be held by Mr Rudd and Dr Emerson in Sydney in early July, followed by Perth and Melbourne.

For more information, or to apply to join the mission, go to:

[www.austrade.gov.au/AusChina2.0mission](http://www.austrade.gov.au/AusChina2.0mission)

**BRISBANE**  
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