

Advantage Australia - Prepare to export

Many businesses and industries are looking to take advantage of the recent free trade agreements and future export demands from countries such as China, Japan, India and regions like South East Asia.

Industries including livestock, grains, dairy, seafood, wine and beverages, wool and horticulture will have increasing advantages in exporting to Asian markets. There will be significant tariff relief over the next ten years.

So how do businesses take advantage of the international demand and minimise their risks in doing so?

Firstly, Government and industry bodies are placing more focus on supporting businesses seeking export opportunities. Particularly in Asia, many Government bodies are setting up divisions to help with local supply demand. Workshops and trade shows continue to showcase Australia's quality products and natural resources.

One of the key elements in selling internationally rather than domestically is knowing the local conditions and market requirements. An additional risk for businesses selling overseas is knowing who is buying their goods, whether they are financially viable, knowing what terms and conditions and credit limits to offer and what potential political risks may impede receiving monies for their goods.

Export trade credit insurance, not only offers insurance cover in the event of non-payment or insolvency of your customer, but provides local intelligence on the market and country political risks, industry conditions and importantly the buyer credit risk.

As the Asia market in particular becomes more "westernised", trading on open credit terms will not only be demanded by potential customers, but will give you a competitive edge against seeking payment upfront or trading on letters of credit.

Having an expert partner to advise on buyer risks, country risks and local conditions, as well as providing up to 90% coverage in the event of non-payment, provides a big safety net to suppliers looking to develop international trade.

National Credit Insurance Brokers have been assisting businesses insure their export trades for over 25 years. NCI have offices in Australia, New Zealand and Singapore and are part of the International Credit Brokers Alliance (ICBA) with offices across the globe.

Those businesses who take advantage of the benefits of credit insurance will place themselves a step ahead of their competitors and other suppliers from around the world.

For more information on how your company can increase your international sales and protect your export profits, contact NCI on 1300 654 500 (freecall from Australia) and www.nci.com.au.

T: 1300 654 500
E: info@nci.com.au
W: www.nci.com.au

