



# COURSE PROGRAMME

## Preparing Peruvian Creative Services companies for maximising business opportunities in Australia

- Are you a local Peruvian creative services business looking to diversify and expand into new overseas markets?
- Do you wish to learn about international trade and how you might be able to grow your business into Australia and beyond?
- Do you wish to receive one-on-one business matching and consulting support to help you to expand your business in the Australian market?
- Would you be interested in access to membership of a global network and ecosystem?
- Would you like to be one of the first businesses to apply for a brand new certification scheme as a Global Trading Business under internationally recognised ISO/IEC 17065?

## Why Australia and Peru?

In this current economic environment, we are witnessing disruptive shifts in geopolitics and trading relationships that must be navigated by both the Australian and Peruvian business communities, as we are two countries highly dependent on foreign market access.

This presents significant opportunities for building new partnerships between like-minded trading partners such as Australia and Peru.

Australia has one of the most sophisticated arts and creative sectors in the world and an international reputation for designing, building and successfully managing world-leading cultural institutions.

The internationally respected Australian film and free-to-air television industries alone are worth over AU\$6 billion annually, with around 50,000 fulltime equivalent jobs in the sector. Add to this the sophisticated games

industry (which was worth close to AU\$120 million in 2016/17), a world class software development sector, and significant markets in music, design and the performing arts, and you have many excellent reasons for Peruvian companies to look to Australia as a potential new market for creative services.

Australia has entered its 27th year of uninterrupted annual growth since 1990–91, an achievement unequalled by any other developed economy.

With a growing network of Free Trade Agreements in the region and fast-growing links into the Indo-Pacific region, now is the perfect time for Peruvian companies to look at the opportunities available to them in Australia.

Australia and Peru also signed the Peru-Australia Free Trade Agreement (PAFTA) on 12 February 2018. This agreement will launch a new chapter in economic relations between Australia and Latin America. PAFTA will not only strengthen bilateral relationships between Australia and Peru, it will may give Peruvian companies access to Australia's growing network of Free Trade Agreements in the Asia-Pacific region.

Whilst Peru's total exports to Australia were US\$185mn in 2017, the majority of which was in the minerals sector, there are significant opportunities for Peruvian companies in Australia in the creative services sector.





### Who should apply?

Companies engaged in the following creative and digital industries should apply for the programme:

- music and performing arts,
- film,
- television and radio,
- software and interactive content,
- writing,
- publishing and print media,
- architecture,
- design and visual arts.
- software and games.

The Peruvian Government and the World Traders Association in Lima, in partnership with the Global Trade Professionals Alliance (GTPA), has pleasure in inviting you to participate in a comprehensive business capacity building programme to assist Peruvian Creative Services companies enter the Australian market.

This programme is only available for a maximum of 15 participants who will be selected through a competitive process.

The programme is offered to Peruvian creative services businesses who are 'export ready'. Business participants will:

- learn about doing business in and with Australia
- gain insights into growing a business and expanding internationally
- benefit from individually tailored business matching with companies in Australia

- receive one on one consulting support
- be shown a pathway to ISO/IEC 17035 certification as a Globally Trading Business
- be given business membership and access via the World Traders Association in Lima to join the GTPA global network

This business capacity and business matching programme has been funded by the Peruvian Government and is unique in terms of the offering it provides for Peruvian companies.

### Requirements:

- Your business has existing export capabilities
- You can travel to participate in a 3-day programme in Lima, Peru in November
- You are keen to expand your international business capability and capacity
- You can participate in follow up video tutorials
- You are available for one on one business matching via video conference with companies in Australia

### The exclusive program includes:

- Comprehensive international business capability training
- Insights into the Australian creative services sector
- Information on the opportunities available and how to tap into them
- Information on how to do business in Australia
- Practical, hands-on exercises
- Business matching
- Networking
- Access to ISO/IEC 17065 Certification as a Globally Trading Business
- Access to the growing GTPA network

See the below draft programme for further details.

This program will enable you to grow your business into Australia. Please complete the attached application form and return it to either Lisa McAuley at [lisamcauley@gtpalliance.com](mailto:lisamcauley@gtpalliance.com) or Collins Rex at [collinsrex@gtpalliance.com](mailto:collinsrex@gtpalliance.com) by no later than close of business on 19 October 2018.

You will be notified of the success of your application by close of business on 26 October 2018.

## COURSE CONTENT:

### DAY 1

#### Introduction to doing business in Australia

- Australian system of Government (Local, State, Federal and who does what)
- Main centres of operation for the Australian creative industries
- Australian business culture

#### Understanding the market culture in Australia

- How Australians do business
- What is defined as “Creative Industries” in Australia

#### Opportunities for creative services companies in Australia

- Opportunities by sector
- Australian funding bodies
- Understanding the tendering/bidding process
- Pitching for business in Australia

#### Marketing yourself in Australia

- Defining your offering
- Hints on successful selling

### DAY 2

#### Selecting the right market entry model

- Main market entry models: distribution, licensing, partnership, offshoring, setting up a business in Australia

#### Establishing a business in Australia

- Australian legal business entities
- Registering a business name in Australia
- Registering a company in Australia
- Applying for an Australian Business Number/ Australian Company Number
- Operating permits
- Employing staff/ contractors

#### Intellectual property management

- Overview of Australian IP law
- Registering your IP in Australia

#### Developing and enforcing contracts

- Overview of Australian corporate tax
- Overview of services and sales contracts

#### Understanding Australia’s role in Asia and opportunities for creative services

- Australia as the gateway into Asia
- Partnerships for expansion
- Understanding the benefits for Peruvian companies under PAFTA
- Case studies

#### Useful contacts

## DAY 3

Book in for a one on one session with an Australian international trade and investment specialist to support your international business strategy development for Australia and prepare your business for tailored business matching.

### Tax management \* Delivered as an online training tutorial

- Overview of Australian tax law and regulation
- Tax concessions for the creative industries

### Risk management \* Delivered as an online training tutorial

- Country risk
- Financial risk
- Payment risk
- Mitigating risk

### Business Matching

Following the program, the GTPA will offer business matching for companies with businesses in Australia.

The business matching package includes either:

- 1-day face to face business matching to meet companies in Australia (includes arranging up 4 meetings)
- 1-day face to face business matching to meet companies virtually via conference call in Australia (includes arranging up 4 meetings)

Business Matching can be conducted either face-to-face, or by telephone or video conferencing.

However, the GTPA does advise that for companies to maximise the opportunity at some time in the future that they make a business trip to Australia for the GTPA to facilitate the face-to-face meetings.

### ISO 17065 certification

The GTPA will extend an opportunity for the companies going through the above programme to apply for ISO/IEC 17065 Certification to be recognised as part of the GTPA global ecosystem as a certified Global Business. Companies will be able to use the ISO 17065 certification to promote their company as part of our ecosystem as well as access to GTPA Membership.

### Corporate Bronze Membership and ISO 17065 certification

- For companies with an annual turnover less than \$5 million
- Membership includes the certification of up to five personnel as Global Trade Professionals (GTPs) under ISO 17024 per annum
- Annual certification and membership fee: \$5,000 USD
- Discount for Peru companies to apply for certification: FREE!

