



Accessing ASEAN made easy

Would you like to:

- Reduce or eliminate duty rates for your customers?
- Reduce freight costs and time by trading with countries close to home?
- Maximise the opportunities in South-East Asia as a result of the AANZFTA?
- Tap into potential markets of up to 570 million people?
- Make it easier for your ASEAN customers to do business with you?
- Expand your business and grow your profits?

Now's your chance

The ASEAN Australia New Zealand Free Trade Agreement (AANZFTA) has opened the doors to some of our closest neighbours. The preferential tariff rates and treatment now available to Australian exporters mean that it's never been easier to do business in the region.

A delay could be costly

With the ASEAN region looking to open its doors to more and more countries in the future, a delay in leveraging the opportunities created by the AANZFTA could prove costly.

Fast track your success

With 12 countries participating in the FTA, each with individual tariff levels and reduction schedules, developing an entry or growth strategy into ASEAN can be difficult. To fast track your success, we've put together a range of resources and services to assist new and experienced exporters to South-East Asia access ASEAN with ease.

Our team of ASEAN specialists provide:

- > **ASEAN Made Easy Export workshops** designed to bring you up to speed in two hours on the benefits, FTA complexities and potential hurdles associated with entering ASEAN.
- > All export documentation (including **AANZFTA Export registration** and **Certificates of Origin**) required to access the preferential tariff rates.
- > Accurate **tariff and regulation interpretation** so you can leverage every opportunity.
- > Comprehensive **market entry strategies** that will have you leading the bilateral drive including:
 - **ASEAN Quick Start:** a succinct, customised report detailing the ASEAN tariff and non-tariff landscape, with a short to long term market entry strategy for one-two ASEAN countries.
 - **ASEAN Smart Start:** a customised report detailing a four stage market entry strategy for up to three ASEAN countries. The comprehensive report includes ASEAN tariff and non-tariff landscape interpretation, commercial due diligence on potential importers and analysis of your supply chain.



AANZFTA product offers

	ASEAN Export Workshop	Tariff schedule interpretation	Tariff schedule and regulation interpretation	ASEAN Quick Start	ASEAN Smart Start	AANZFTA Export Registration	Exporter Information Registration	AANZFTA Certificates of Origin (per set of six)
Ideal for:	All current and potential exporters to ASEAN countries	All current and potential exporters to ASEAN countries	All current and potential exporters to ASEAN countries	Exporters new to ASEAN	Exporters new to ASEAN	Anyone wishing to receive preferential duty rates under AANZFTA	Anyone who isn't registered to receive Certificates of Origin	Anyone wishing to receive preferential duty rates under AANZFTA.
Export classification of your product by HS Code (non-binding)	Yes – up to 2 classifications	Yes – up to 5 classifications	Yes – up to 5 classifications	Yes	Yes			
Customised AANZFTA duty rate schedule for the 10 ASEAN countries	Yes	Yes	Yes	Yes	Yes			
Customised AANZFTA-TAFTA duty rate comparison chart for goods exported to Thailand.	Yes	Yes	Yes	Yes	Yes			
Rules of Origin verification for proposed exported goods	Yes	Yes	Yes	Yes	Yes			
AANZFTA Export Documentation compliance form pack	Yes	Yes	Yes	Yes	Yes	Yes		
Identification of important import regulations applicable to ASEAN countries.								
Identify the best option for exporters by country and tariff reductions over FTA period. (up to 3 chosen)				Yes	Yes			
Identify non-tariff barriers				Yes	Yes			
Develop a market entry strategy				Yes	Yes			
Identify potential clients in target country using our "characteristic survey" to confirm ideal partner				Yes	Yes			
Conduct "commercial due diligence" on prospective importers.				Yes	Yes			
Identify potential competitors				Yes	Yes			
Provide analysis of supply chain				Yes	Yes			
Cost (inc GST):	RRP: \$55 Mem: Free	RRP: \$550 Mem: \$522.50	RRP: \$2,200 Mem: \$2,090	RRP: \$5,445 Mem: \$5,172.50	RRP \$10,994.50 Mem: \$10,444.50	Free	Free	RRP: \$55 (ex GST) Mem: \$33 (ex GST)
Early bird offer (must book by 26 February, 2010)	N/A	Receive a free AANZFTA Certificate of Origin	Receive a free AANZFTA Certificate of Origin	Receive 2 free AANZFTA Certificate of Origin	Receive 3 free AANZFTA Certificate of Origin	N/A	N/A	N/A

Accessing ASEAN made easy form

Don't let time whittle away your competitive advantage, opportunities and potential profits.

In just three minutes you can have our team working with you to drive your business forward.

1. Select the service(s) of interest from our range of ASEAN support services.
2. Register your interest by returning your completed form to us.
3. One of our team of ASEAN specialists will be in contact shortly.

Accessing ASEAN made easy enquiry form

fax back to 1300 655 277

Complete the form below and one of our ASEAN specialists will get back to you shortly.

Select product or service of interest:

- AANZFTA Export registration
- Exporter Information registration
- AANZFTA Certificates of Origin
- ASEAN Export Workshops
- Tariff schedule interpretation
- Tariff schedule and regulation interpretation
- ASEAN Quick Start: market entry strategy program
- ASEAN Smart Start: market entry strategy program

First name Surname

Position

Company

Address

State Postcode

Phone Email

Privacy Policy: For full terms and conditions please visit www.australianbusiness.com.au/privacy.
Australian Business ABN 56 077 016 874

I do not wish to be contacted by Australian Business via mail, telephone or email with any further information.

Invigorating

