

MEDIA RELEASE**Asia capability training the key to maximising FTA opportunities**

‘Asialink Business provides critical training and resources for organisations seeking to do business in China’
- ANZ PwC Asialink Services Report to be released in early 2015 -

MELBOURNE, 20 November - Asialink Business declares this week’s conclusion of negotiations for a Free Trade Agreement between Australia and China as an historic development that will boost trade and economic growth in both countries.

Asialink Business CEO Bruce Bayley applauded the agreement: “This FTA, following the agreements with Japan and South Korea, positions Australian businesses to capitalise on the economic growth of the Asian region. We embrace these agreements and congratulate Minister Robb for these groundbreaking achievements.”

Research conducted as part of Asialink’s “Developing an Asia Capable Workforce – a National Strategy” revealed a strong correlation between an organisation’s Asia capabilities and its business performance in Asia. The research showed that advanced cultural intelligence skills and deep market knowledge lie at the heart of business success in Asia. This is particularly the case for services trade, which often relies much more on face-to-face contact and knowledge of the local market than traditional merchandise trade.

“Asialink has been helping to create an Asia-capable, Asia-engaged Australia through thought leadership and innovative skills-building programs and partnerships for almost 25 years,” Mr Bayley said. “We are uniquely placed to help Australian businesses take advantage of any liberalisation in services trade. Our programs develop the Asia-specific business capabilities of all businesses – from small firms to large corporates – as they enter the region’s markets.”

Mr Bayley drew attention to the biennial *ANZ PwC Asialink Services Report*, which explores the significant value of Australia’s services sector exports and its continued strong growth outlook. The next report, part of a series examining Australia’s services trade with Asia, will be released in early 2015.

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About Asialink Business

Asialink’s business capability division – [Asialink Business](#) – works with assistance from the Commonwealth Department of Industry and the Australian business community to equip Australia’s workforce to engage successfully with the Asian region.

About Asialink

Celebrating its 25th year in 2015, [Asialink](#) is Australia’s leading centre for building Asia capability, public understanding of Asia, and appreciation of Australia’s role in the Asian region. Asialink works with business, government, philanthropic and cultural partners to initiate and strengthen Australia-Asia engagement on all levels and across all sectors. Asialink was founded in 1990 with the support of The Myer Foundation and The University of Melbourne.