

## 2018-2019 SUNSHINE COAST INTERNATIONAL MISSIONS PROGRAM

### Outbound International Missions

Mission Description	Destination (s)	Objectives	Rationale	Scheduled Time Period	Council representative	Estimated cost for Council representatives
Sunshine Coast Trade Mission	Hong Kong China	<ul style="list-style-type: none"> <li>To develop and promote the region's export capabilities (goods and services)</li> <li>To foster regional access to the largest international growth market for Australia.</li> <li>To establish networks of significant business and other contacts.</li> </ul>	<ul style="list-style-type: none"> <li>This mission is timed to enable delegates to attend the inaugural China International Import Expo (CIIE) in Shanghai.</li> <li>To leverage off the goodwill and connections associated with Council's Sister City relationship with Xiamen</li> <li>To prepare exporters for the anticipated export opportunities associated with the opening of international routes from the Sunshine Coast Airport expansion in 2020</li> <li>The following government agencies and Chambers of Commerce have offered to assist in regard to identification of key meetings and arrangements in market:               <ul style="list-style-type: none"> <li>QLD Government Trade and Invest Commissioner, Hong Kong</li> <li>The Xiamen Municipal Government Foreign Affairs Office</li> <li>AustCham Shanghai</li> </ul> </li> </ul>	November 2018.	<ul style="list-style-type: none"> <li>Councillor<sup>1</sup></li> <li>Council officer</li> </ul>	\$16,000
Sunshine Coast Business Mission	United States of America	<ul style="list-style-type: none"> <li>To promote the region's export capabilities (goods and services)</li> <li>To establish networks and innovation partners in ecosystems that have demonstrated success.</li> <li>To establish networks of significant business and other contacts.</li> </ul>	<ul style="list-style-type: none"> <li>This provides a follow up visit to Council Officer's participation in the Start-up Catalyst Mission to Boulder in 2018 and provides the opportunity to further investment leads and the development of the regional innovation ecosystem</li> <li>To explore the potential of a formalised relationship between Boulder and Sunshine Coast local government authorities</li> <li>To attend meetings in respect of Council's regional economic and innovation ecosystem development programs for 2018/19</li> </ul>	March 2019	<ul style="list-style-type: none"> <li>Councillor<sup>1</sup></li> <li>Council officer</li> </ul>	\$20,000
Sunshine Coast Trade and Investment Mission	Singapore Hong Kong Japan	<ul style="list-style-type: none"> <li>To establish networks of significant business and investment contacts.</li> <li>To promote opportunities for business location and investment on the Sunshine Coast as a result of securing an international broadband submarine cable</li> <li>To generate investment and/or participant interest in the Maroochydore City Centre precincts.</li> </ul>	<ul style="list-style-type: none"> <li>Japan has overtaken the UK as the No 2 source of Foreign Direct Investment into Australia</li> <li>These major capital markets of Singapore and Hong Kong reflect key destinations visited by the Queensland Treasurer and Queensland Treasury Corporation each year as the major sources of investment in Government bonds.</li> <li>This provides a follow up visit to the Capital Markets investment mission undertaken by the Mayor in 2015, 2016 and 2017 to further investment leads for the Maroochydore City Centre project.</li> <li>The TIQ Trade and Invest Commissioners in these markets have offered to assist in regard to identification of key meetings and arrangements in country</li> </ul>	May 2019	<ul style="list-style-type: none"> <li>Mayor</li> <li>Council Officer</li> </ul>	\$32,000
					<b>TOTAL</b>	<b>\$68,000</b>

Note 1: As per the International Relations Policy, the Chief Executive Officer will consult with all Councillors to determine who will lead this mission.