



Bundesministerium  
für Wirtschaft  
und Energie



MITTELSTAND  
**GLOBAL**  
EXPORTINITIATIVE ENERGIE

# AUF IN NEUE MÄRKTE!

## EXPORTINITIATIVE ENERGIE

Stefan Augustin, 30.3.2017, Frankfurt





# WHY AUSTRALIA

„Energieeffizienz in Australien“

30. März 2017, Frankfurt



Australian Government

Australian Trade and Investment Commission



Australia  
UNLIMITED

The logo consists of two stylized orange chevrons pointing towards each other, forming a shape reminiscent of the letter 'A'.



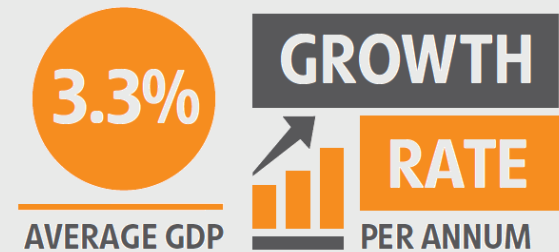
# AUSTRALIA KEY FACTS



- 1 **4th largest** economy in Asian region and **12th largest** in the world
- 2 **26th year** of consecutive annual economic growth
- 3 GDP of more than **US\$1.5 trillion** (two per cent of global GDP)
- 4 **AAA rating** by all three credit rating agencies
- 5 A **strategic base** for exporting services and technologies to **high-growth Asian markets**
- 6 A **growing population** of currently **23.7 million**

# GROWTH

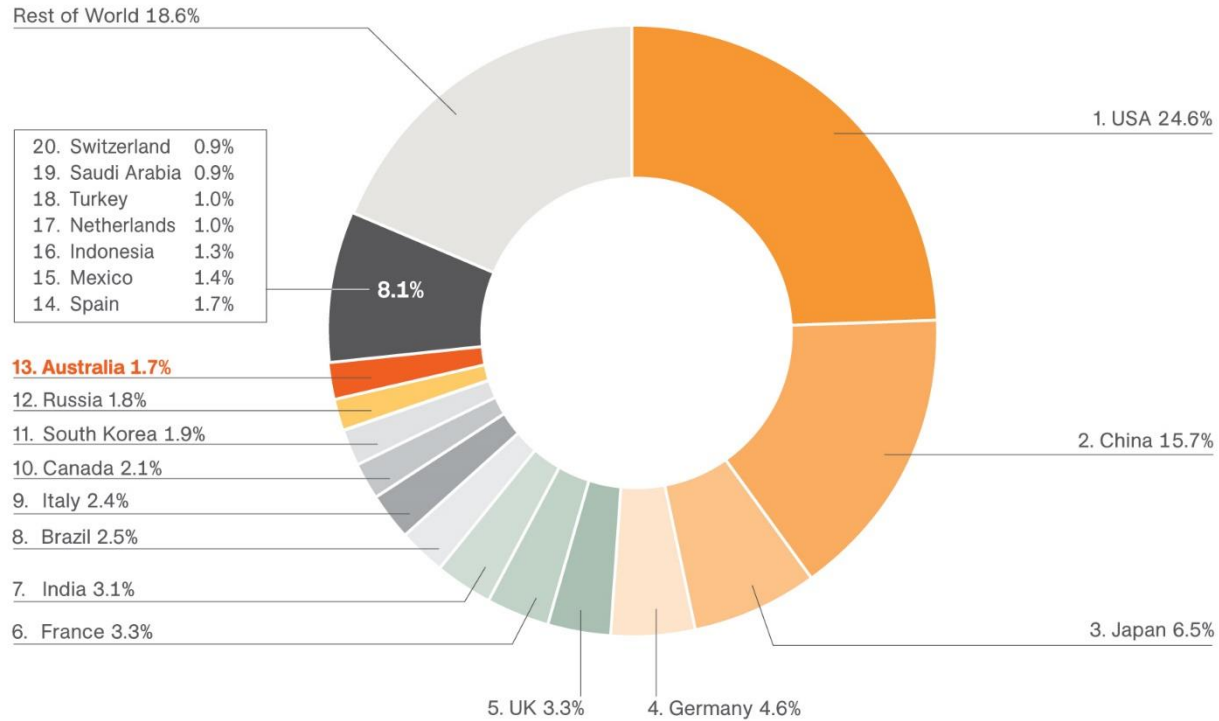
Australia's demonstrated economic resilience, affordability and record of steady growth provide a safe, low-risk environment in which to do business.



# WORLD'S 13TH LARGEST ECONOMY

## WORLD'S 20 LARGEST ECONOMIES – 2017<sup>F</sup>

Percentage share of total world nominal GDP in US\$



F = Forecast

GDP of the world's 188 economies: **US\$78,914 billion**

GDP of 20 largest economies: **US\$64,270 billion (81.4% of world's GDP)**

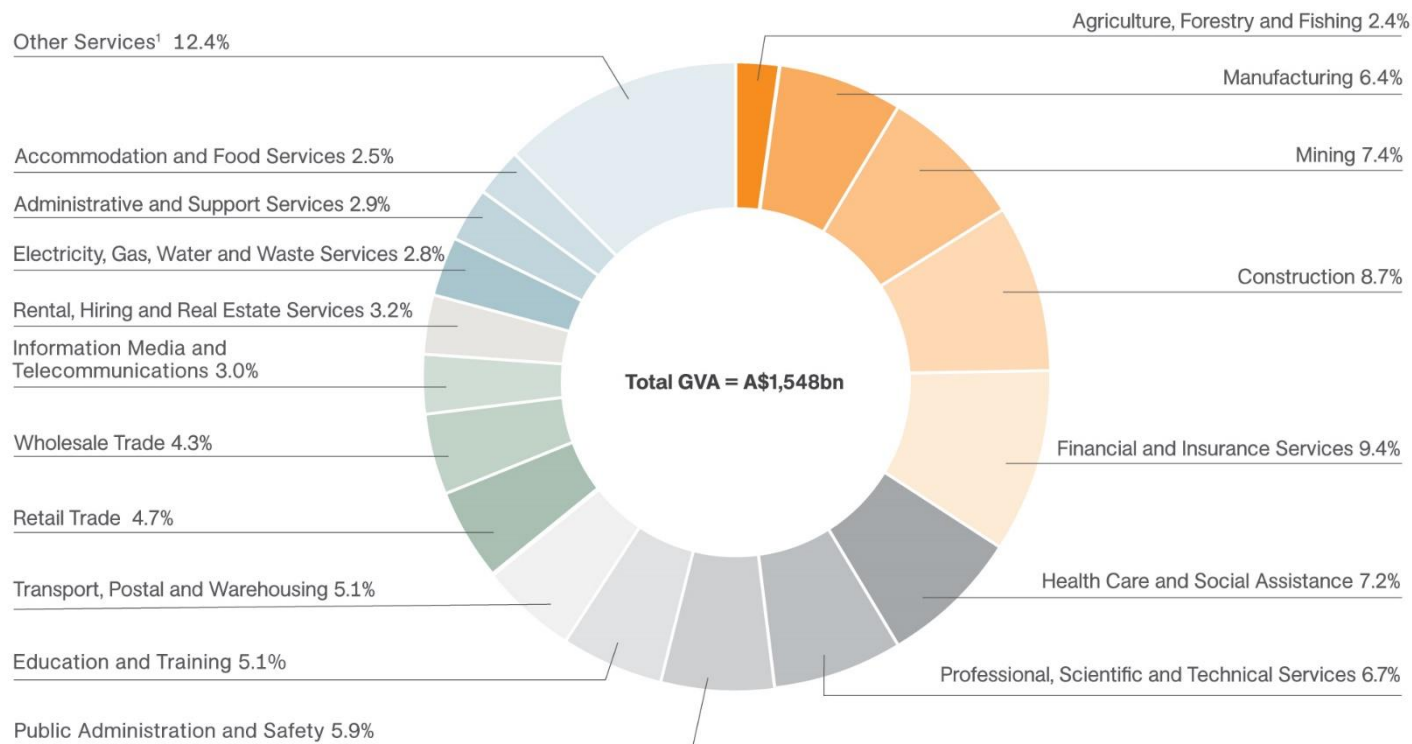
GDP of ASEAN-10 economies: **US\$2,754 billion (3.5% of world's GDP)**

Sources: *International Monetary Fund, World Economic Outlook Database, October 2016; Austrade*

# DIVERSIFIED, SERVICES-BASED ECONOMY

## AUSTRALIA'S REAL GROSS VALUE ADDED BY INDUSTRY

Annual total ending June 2015–16, as a percentage of total industry



**Note:** Gross value added measures the contribution to the economy of each individual producer, industry or sector.

1. Other Services include: Ownership of Dwellings (9.6%), Arts and Recreation Services (0.9%) and other (1.9%).

**Sources:** Australian Bureau of Statistics Cat. No. 5204.0 Australian System of National Accounts, 2015–16, Table 5, Gross Value Added (GVA) by Industry (released 28 October 2016); Austrade

# INDUSTRIES

Australia has the capacity and capabilities to provide high-quality natural resources, food, education, tourism and financial services to the world.

**GLOBALLY**

**SUCCESSFUL**



**IN 5 KEY INDUSTRIES**



**RESOURCES & ENERGY**  
**AGRIBUSINESS**  
**FINANCIAL SERVICES**  
**EDUCATION**  
**TOURISM**



# GLOBALLY SUCCESSFUL IN FIVE KEY INDUSTRIES

## AUSTRALIA'S GLOBALLY SIGNIFICANT INDUSTRIES



**MERCHANDISE EXPORT – AGRICULTURAL PRODUCTS (US\$36.0 billion, 2015)  
TOP 12 IN THE WORLD**

*Source: UN Comtrade Database*



**AUSTRALIA'S INVESTMENT FUND ASSETS (US\$1.6 trillion, June 2016)  
SIXTH LARGEST IN THE WORLD**

*Source: Investment Company Institute, Worldwide Mutual Fund Market*



**FOREIGN STUDENTS IN TERTIARY EDUCATION (6.2% of the world's total, 2014)  
THIRD LARGEST IN THE WORLD**

*Source: UNESCO, Institute for Statistics*



**INTERNATIONAL TOURISM RECEIPTS (US\$29.0 billion, 2015)  
11TH LARGEST IN THE WORLD**

*Source: UNWTO World Tourism Barometer, Vol.14*



**MERCHANDISE EXPORT – MINING AND FUELS (US\$108.0 billion, 2015)  
TOP 4 IN THE WORLD**

*Source: UN Comtrade Database*



# TALENT

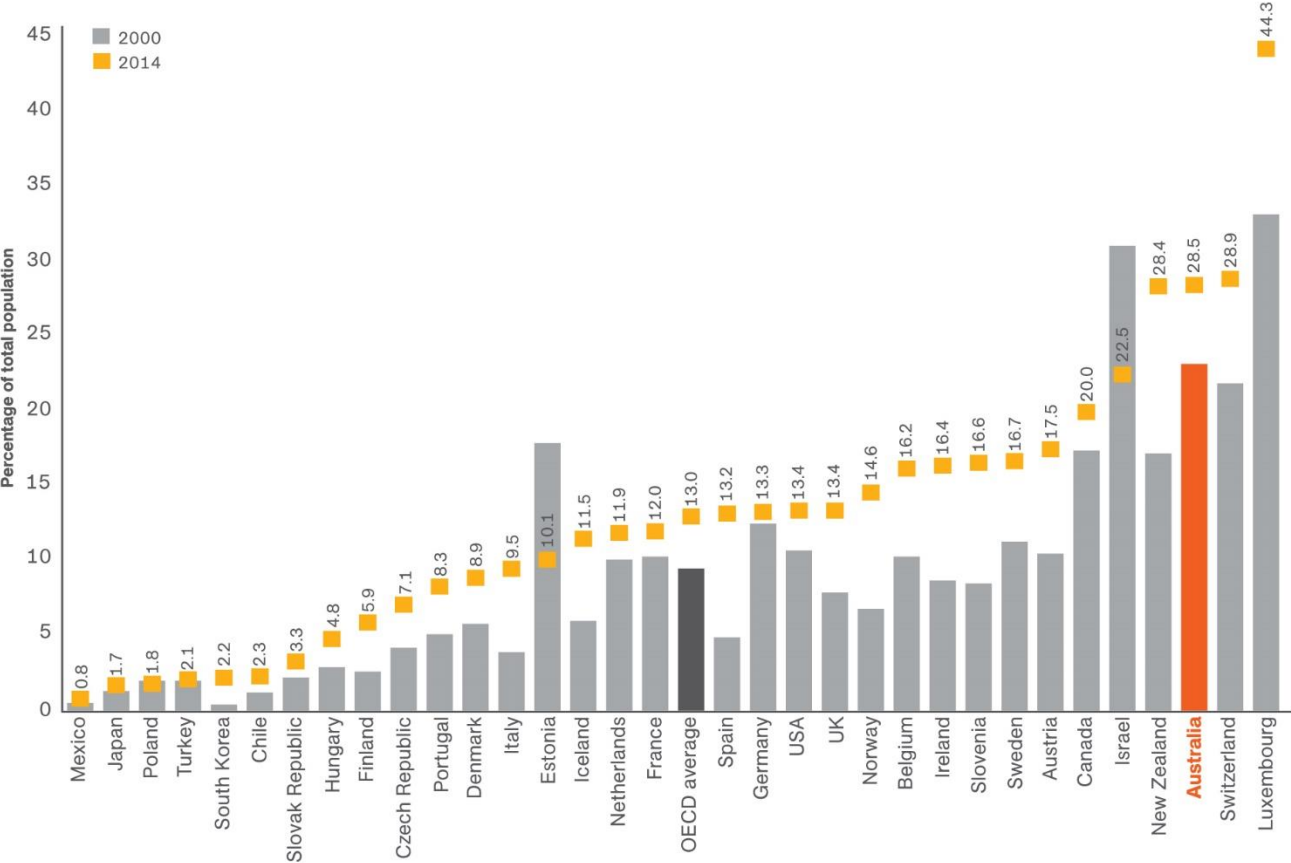
Australia's labour force is one of the most educated, multicultural and multilingual in the world.



# MULTICULTURAL POPULATION

## FOREIGN-BORN POPULATION

As a percentage of the total population, 2000 and 2014



**Note:** Data refers to 2000 or to the closest year with available data and to 2014 or most recent available year. OECD average refers to the average of countries presented. Data refers to foreign instead of foreign-born population for Japan and South Korea.

**Sources:** OECD International Migration Outlook 2016, Chapter 1, Page 40, Figure 1.13; Austrade

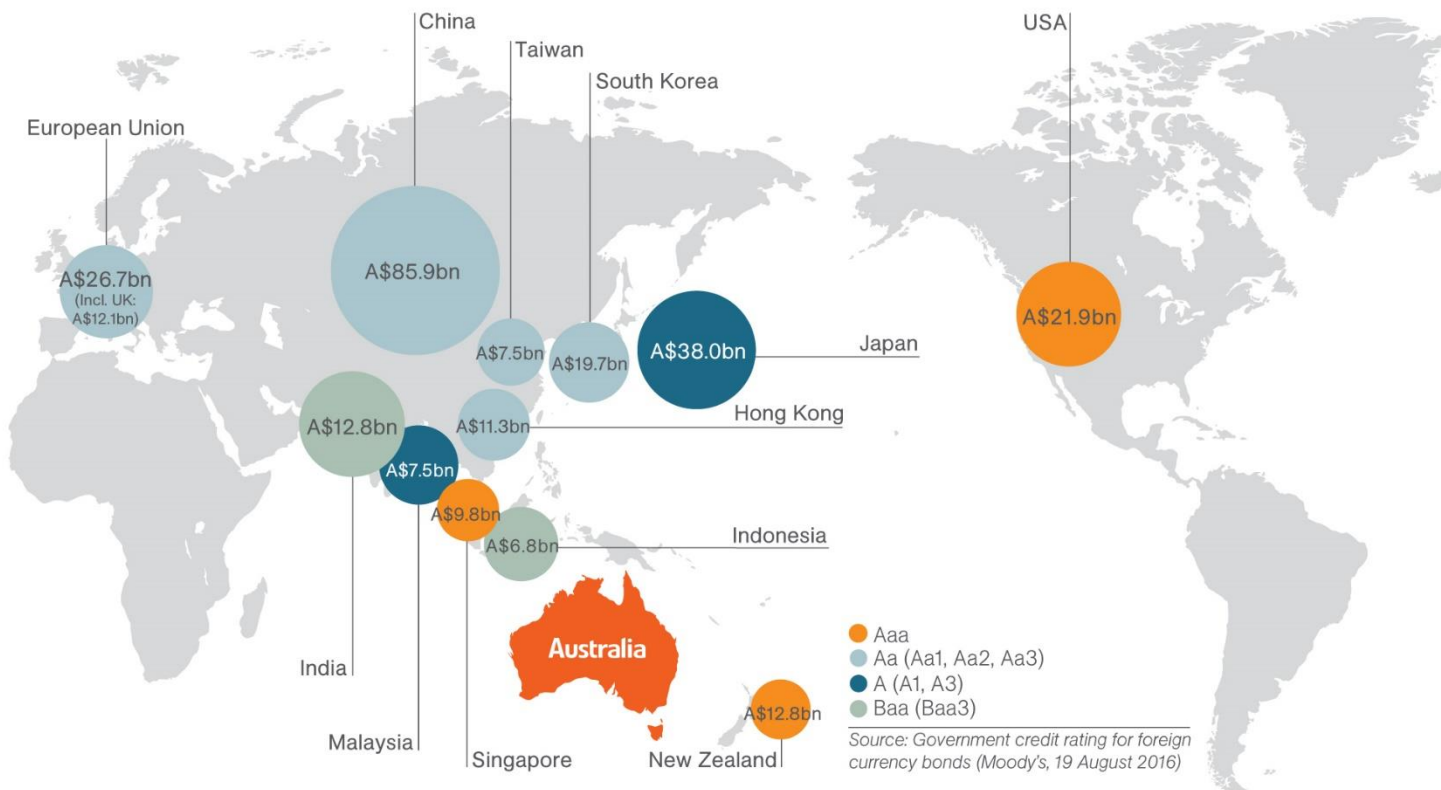
# LOCATION

Australia is well positioned as a trade and investment base for international companies doing business with Asia.



# AUSTRALIA'S TOP 12 EXPORT MARKETS

## AUSTRALIA'S TOP 12 GOODS AND SERVICES EXPORT MARKETS – 2015–16



# TRADE BETWEEN AUSTRALIA AND GERMANY

- Germany is Australia's ninth-largest trade partner, with two-way goods and services trade A\$19.7 billion in 2015-16.
- Australia's total goods and services exports to Germany were worth A\$3.6 billion in 2015-16, of which goods accounted for A\$2.2 billion. Major Australian goods exports to Germany are gold coins, oil seeds, precious metal ores and concentrates, coal and pharmaceutical products.
- Germany is Australia's fifth-largest source of imports (A\$16.2 billion), comprising mostly goods (A\$13.2 billion). Major goods imports from Germany are cars, medication, and high-tech equipment.

# BUSINESS

Australia's political stability, transparent regulatory system, and sound governance frameworks underpin its economic resilience.



# RANKED 15TH FOR EASE OF DOING BUSINESS

## KEY INDICATORS OF EASE OF DOING BUSINESS<sup>1</sup>

	Ease of Doing Business		Starting a Business			Dealing with Construction Permits			Getting Credit			Enforcing Contracts		
	Overall Ranking Out of 190 Economies	Rank	Procedures (number)	Time (days)	Rank	Procedures (number)	Time (days)	Rank	Strength of Legal Rights Index (0-12)	Depth of Credit Information Index (0-8)	Rank	Time (days)	Quality of Judicial Processes Index (0-18)	
New Zealand	1	1	1	0.5	1	10	93	1	12	8	13	216	11.0	
Singapore	2	6	3	2.5	10	9	48	20	8	7	2	164	15.0	
Denmark	3	24	4	3.0	6	7	64	32	8	6	24	380	11.0	
Hong Kong	4	3	2	1.5	5	11	72	20	8	7	21	360	11.0	
South Korea	5	11	2	4.0	31	10	28	44	5	8	1	290	14.5	
Norway	6	21	4	4.0	43	11	110.5	75	5	6	4	280	11.0	
UK	7	16	4	4.5	17	9	86	20	7	8	31	437	15.0	
USA	8	51	6	5.6	39	16	80.6	2	11	8	20	420	13.8	
Sweden	9	15	3	7.0	25	7	116	75	6	5	22	321	12.0	
Macedonia	10	4	2	2.0	11	9	89	16	9	7	36	634	14.0	
Taiwan	11	19	3	10.0	3	10	93	62	4	8	14	510	13.0	
<b>Australia</b>	<b>15</b>	<b>7</b>	<b>3</b>	<b>2.5</b>	<b>2</b>	<b>10</b>	<b>112</b>	<b>5</b>	<b>11</b>	<b>7</b>	<b>3</b>	<b>395</b>	<b>15.5</b>	
Germany	17	114	9	10.5	12	8	96	32	6	8	17	499	12.0	
Canada	22	2	2	1.5	57	12	249	7	9	8	112	910	9.5	
Malaysia	23	112	9	18.5	13	15	79	20	7	8	42	425	12.0	
France	29	27	5	3.5	20	9	183	82	4	6	18	395	11.0	
Japan	34	89	8	11.2	60	12	197	82	4	6	48	360	7.5	
Thailand	46	78	5	25.5	42	17	103	82	3	7	51	440	7.5	
China	78	127	9	28.9	177	22	244.3	62	4	8	5	453	14.3	
Vietnam	82	121	9	24.0	24	10	166	32	7	7	69	400	6.5	
Indonesia	91	151	11	24.9	116	17	200.2	62	6	6	166	471	7.8	
Philippines	99	171	16	28.0	85	24	98	118	3	5	136	842	7.5	
India	130	155	13	26.0	185	35	190	44	6	7	172	1,420	9.0	

<sup>1</sup> **Doing Business 2017** is the 14th in a series of annual reports investigating the regulations that enhance business activity and those that constrain it. Doing Business measures aspects of regulation affecting 11 areas in the life of a business. Ten of these areas are included in this year's ranking on the ease of doing business: starting a business, dealing with construction permits, getting electricity, registering property, getting credit, protecting minority investors, paying taxes, trading across borders, enforcing contracts and resolving insolvency. Doing Business also measures features of labour market regulation, which is not included in the ranking. Data in Doing Business 2017 is current as of 1 June 2016. The indicators are used to analyse economic outcomes and identify what reforms of business regulation have worked, where and why. The city covered in Australia by the Doing Business report is Sydney.

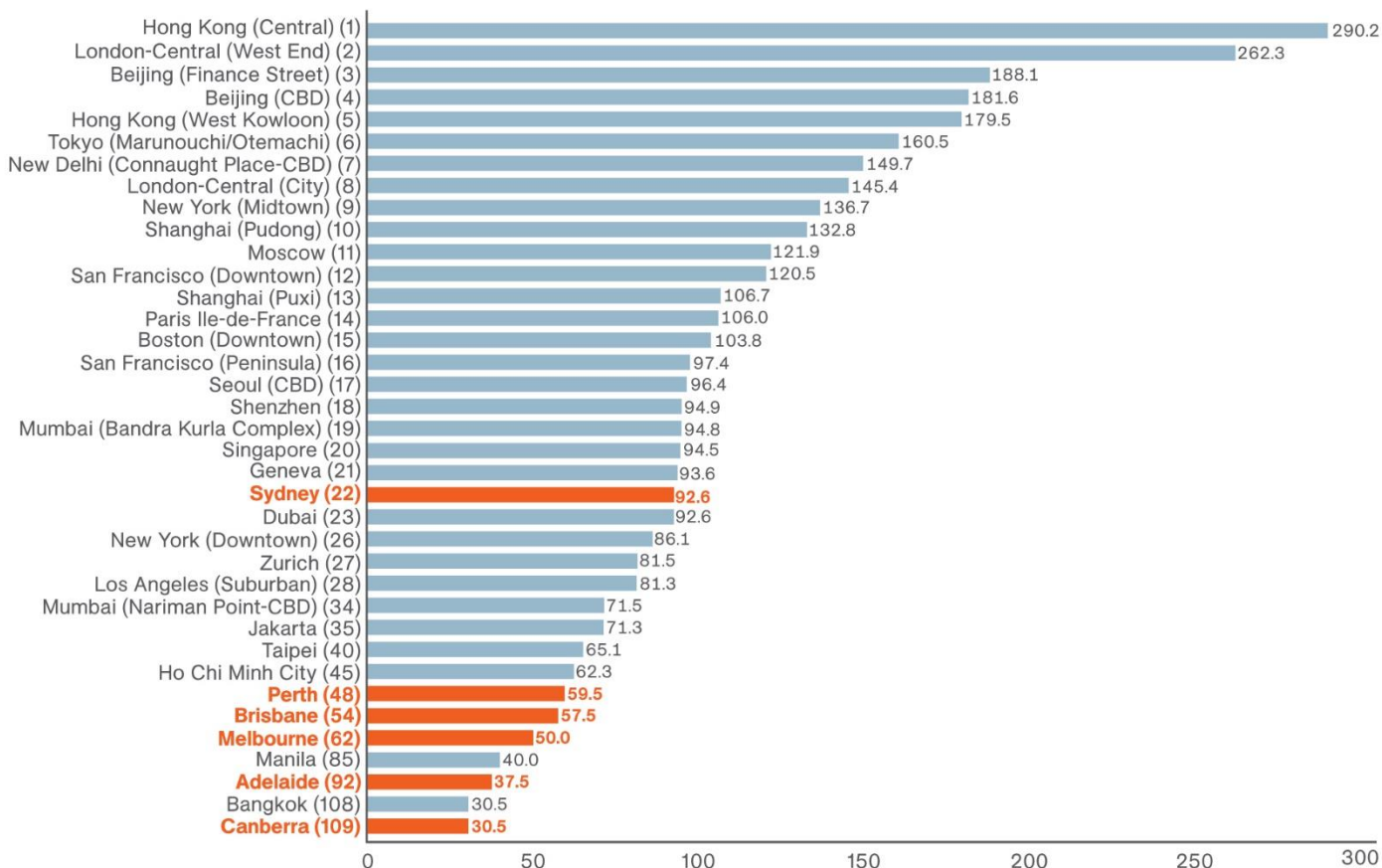
Sources: World Bank Group, *Doing Business 2017: Equal Opportunity for All* (released 26 October 2016); Austrade



# COST-COMPETITIVE LOCATION FOR OFFICE SPACE

## GLOBAL PRIME OFFICE OCCUPANCY COSTS – 2016

US\$ per square feet/annum



**Note:** CBRE's Global Prime Office Occupancy Costs survey measures and compares office occupancy costs in 126 markets across the world. Occupancy costs include service charges and taxes and are standardised on a net internal area basis. The number in brackets indicates the market's ranking across the 126 markets.

**Sources:** CBRE Research, Q1 2016, June 2016 Global Prime Office Occupancy Costs; Austrade

# BILATERAL INVESTMENT

- Germany is the seventh-largest destination for Australian investment abroad. The level of Australian investment in Germany at the end of 2015 was worth A\$66.9 billion.
- Germany is Australia's eleventh-largest source of foreign investment. Germany's investment in Australia in 2015 was valued at A\$41.2 billion. German investment spans automotive and manufacturing, information and communications technology, pharmaceuticals and finance.
- Major German investors in Australia: Allianz, Siemens, Deutsche Bank, Robert Bosch, Bauer Media Group, Linde (BOC)
- Major Australian investors in Germany: Macquarie, Sonic Healthcare, CSL Behring, Computershare, Telstra, ANCA, ANZ, ResMed

# INNOVATION

Australia's political stability, transparent regulatory system, and sound governance frameworks underpin its economic resilience.



## RECORD OF INNOVATION

Over

# 1,000,000,000 people

around the world rely on Australian discoveries and innovations every day



Google  
maps

IVF

Ultrasound

WiFi

Bionic  
Ear

Cervical  
Cancer  
Vaccine

Black  
Box

# PRIORITY SECTORS OF OPPORTUNITY

The Australian Government identifies opportunities in these key priority areas:

- / Resources and Energy
- / Agricultural Science, Food Technology and Processing
- / Tourism Infrastructure
- / Major Economic Infrastructure
- / Advanced Manufacturing, Services and Technology
  - / Material Science
  - / Medical Science and Technology
  - / Digital Economy

# RESOURCES AND ENERGY

**Australia is a global leader in resources and energy, which accounts for around 10.2 per cent of GDP**

- / World's largest economic uranium resources, the fourth largest black and brown coal resources, and 11th largest gas reserve.

## **Oil and gas supply chains**

- / World's largest LNG producer and exporter by end of this decade.
- / Seven LNG projects (\$200 billion of CAPEX), requiring up to 30-50 years of operations and maintenance. This has the capacity to rise to \$342 billion by 2035.
- / Export earnings are set to increase by 30 per cent in 2016-17, to a record A\$204 billion

## **Opportunities:**

- / exploration and development
- / operations and maintenance
- / energy efficient and renewables.



# RENEWABLE ENERGY

**The Renewable Energy Target (RET) was passed into legislation by the Australian Parliament in June 2015 with bi-partisan support.**

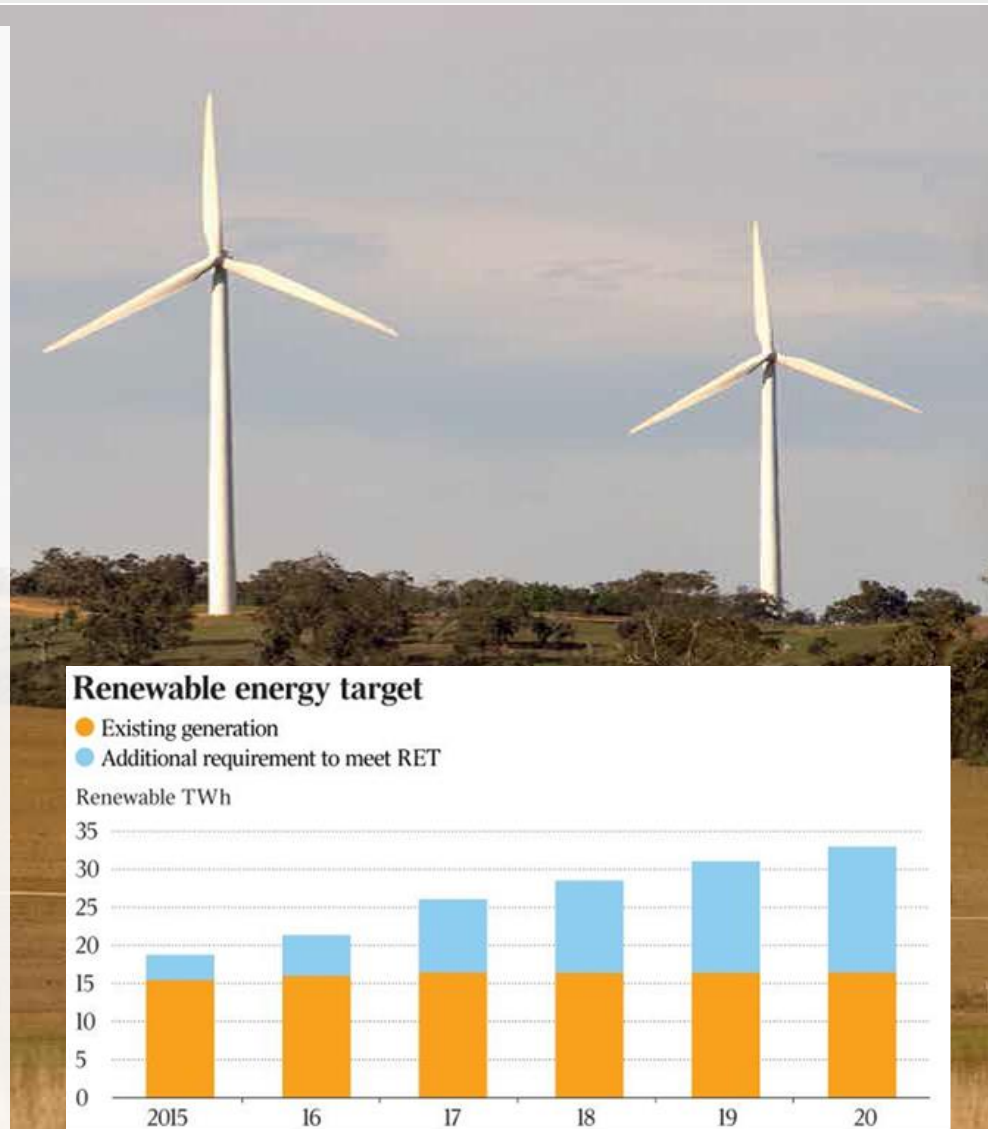
- / The RET aims to deliver 23.5% of Australia's energy needs from renewable sources in 2020.

**Australian states and territories are proactive in the adoption of renewables:**

- / ACT has set a target of 100% renewable energy by 2020
- / SA has a target of 50% by 2025
- / VIC has a target of 40% by 2025
- / QLD target is 50% by 2030

**RET:**

- / It is estimated that Australia needs to build between 30 and 50 large-scale wind and solar projects to meet the target by 2020.



# RENEWABLE ENERGY

## Sonnen's Eco in Australia: An all-in-one, modular, German-made battery storage system for homes

by SOLAR CHOICE STAFF on AUGUST 15, 2016

in BATTERIES & ENERGY STORAGE



Like

Sonnen is a German home battery storage system developer that has one of the most robust & attractive products on the Australian

market. The Sonnen Eco is an expandable, all-in-one battery storage unit that includes Sonnen's proprietary energy management software, promising to deliver significant value to homes that install one. This article provides an overview of what the Sonnen Eco has to offer.



## Nordex liefert 22 Großturbinen nach Australien

Hamburg, 12. Januar 2017. Aufwind in Down-Under: Die Nordex-Gruppe hat Ende 2016 einen Vertrag über die Lieferung von 22 Turbinen vom Typ AW125/3000 für den Bau des Windparks „Mount Gellibrand“ in Australien unterzeichnet. Der Standort des 66-MW-Projekts liegt bei Colac, im Südosten des Landes im Bundesstaat Victoria. Kunde ist der spanische Projektentwickler Acciona Energia. Es ist das erste australische Projekt der Nordex-Gruppe seit dem Kauf des spanischen



Windkraftanlagenherstellers Acciona Windpower im April 2016. Aktuell sind in Australien zwei Windparks mit insgesamt 238,5 MW mit der AW1500-Plattform in Betrieb. Das Projekt ist bereits in den gestern gemeldeten 3,3 Mrd. Euro Auftragseingang 2016 enthalten.

09/02/16

## Market entry Down Under: BayWa Group acquires Australian PV distributor Solarmatrix

BayWa AG, Munich, through its subsidiary BayWa r.e. renewable energy GmbH, acquired the photovoltaic distributor Solarmatrix based in the West Australian city of Perth and thus enters the solar module and components business in Australia. The activities of Solarmatrix will be continued with the company BayWa r.e. Solar Systems Pty Ltd. formed specifically for this purpose.



# MAJOR INFRASTRUCTURE

## Major infrastructure industries account for approximately 10 per cent of the economy

- / Australian Government to spend A\$50 billion to an infrastructure program to 2019-20.
- / Australia's population is expected to grow at 1.3 per cent a year to 2055, resulting in a population of 39.7 million – an increase of 60 per cent.
- / Long track record of privatising public assets and one of the world's most sophisticated PPP markets.

### Opportunities:

- / roads and rail
- / seaports and airports
- / energy and water
- / social infrastructure.



# SMART CITIES



- The Australian Government is committed to working with governments, business and the community to position our cities, regional and metropolitan, to reach their full potential.
- The [Smart Cities Plan](#) will position our cities to succeed in the 21st Century economy. It is a plan for supporting productive, accessible, liveable cities that attract talent, encourage innovation and create jobs and growth.
- The Smart Cities Plan represents a new framework for cities policy at the federal level - and it is a framework that will guide action across various portfolios, to deliver better outcomes for our cities, the people who live in them and all Australians.

Three pillars: Smart Investment, Smart Policy and Smart Technology

For more information please visit: <https://cities.dpmc.gov.au/>

# MAJOR INFRASTRUCTURE

## Deutsche Bahn steigt in australischen Nahverkehr ein

Von Nikolaus Doll | Veröffentlicht am 18.02.2016 | Lesedauer: 4 Minuten



Die Deutsche Bahn plant und betreibt die Capital Metro in Canberra

Quelle: Deutsche Bahn

Bislang fährt die Deutsche Bahn nur in Europa Züge und Busse. Künftig ist sie auch in Australien aktiv. Der Bau und Betrieb der neuen Metro in Canberra soll nur der Anfang in Down Under sein.

## Stage 2: KfW IPEX-Bank and SocGen finance expansion of Hornsdale Wind Farm in Australia

News from 2016-06-29 / KfW IPEX-Bank

**Between 2014 and 2020, the contribution of digital technologies to Australia's economy is forecast to grow 75 per cent to A\$139 billion**

Almost all of this growth (97 per cent) is predicted to take place outside the information, communications and technology (ICT) sector.

**Opportunities:**

- / digital infrastructure: Data centres, cloud computing
- / data Analytics – Sensors and monitoring, –e-commerce, payment technologies, quantum computing
- / business process improvement: Data analytics and data platforms, simulation, training, automation, robotics.

# HOW WE HELP

Austrade helps companies around the world to identify and take up investment opportunities in Australia as well as to source Australian goods and services.

Our assistance includes:

- / providing insight on Australian capabilities
- / identifying potential investment projects and strategic alliance partners
- / helping you to identify and contact Australian suppliers.

Want to learn more?

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[www.austrade.gov.au](http://www.austrade.gov.au)

# AHK Australien – Ein starkes Netzwerk



- Gründung: 1977
- Offizieller Name: German-Australian Chamber of Industry and Commerce
- Organisation mit 400 Mitgliedsunternehmen
- Standorte in Sydney und Melbourne
- 16 Angestellte plus 4-5 Praktikanten pro Jahr

# AHK Australien – DE International



Market Entry  
Markteinstieg

Market Expansion  
Markterweiterung

Other Services  
Sonstige  
Dienstleistungen

Market Study  
Marktstudie

Market Overview  
Marktüberblick

Customs Enquiries  
Zollauskunft

Business Partner  
Search  
Geschäftspartner -  
vermittlung

Trade Fair Services  
Messeunterstützung

Business Credit  
Checks  
Firmenauskunft

Business  
Representation  
Geschäftspräsenz

jobXchange  
Recruiting &  
Training

Legal and Tax  
Enquires  
Rechtsauskunft

# AHK Australien – DE International



- Aufbau von **zusätzlichem Fachwissen** in vier Fokus Industrien, um als kompetenter Ansprechpartner deutsche Unternehmen zu unterstützen
  - **BERGBAUSEKTOR** – Kompetenzzentrum Rohstoffe & Bergbau seit 2015
  - **AGRAR- UND ERNÄHRUNGSWIRTSCHAFT**
  - **GESUNDHEITSWIRTSCHAFT**
  - **UMWELTECHNOLOGIEN, INKLUSIVE ERNEUERBARE ENERGIEN UND ENERGIEEFFIZIENZ**
- Durchführung von **bundesgeförderten Projekten**: Delegationsreisen, Markterkundungsreisen, Informationsveranstaltungen
- Kooperation mit der **GTAI**: Bürogemeinschaft und Austausch von Marktinformationen





**Deutsch-Australische  
Industrie- und Handelskammer**  
German-Australian Chamber  
of Industry and Commerce

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Vielen Dank für Ihre Aufmerksamkeit!