

ASIA GATEWAY



ASIA GATEWAY VOUCHERS

Asia Gateway Vouchers help Victorian companies and organisations design and implement their Asian market development plans – building on the capabilities and connections they need to access and expand into Asian markets.

AT A GLANCE

Vouchers are used to access tailored market development services from Registered Service Providers who specialise in Asia capabilities, export and market engagement. Registered Service Providers will offer Victorian businesses access to the knowledge, expertise, networks and skills they need to effectively engage with Victoria's top Asian trading markets. These include: China, Hong Kong, India, Indonesia, Thailand, Malaysia, Singapore, Japan, Taiwan, Vietnam and Korea.

The Asia Gateway Voucher program objectives are:

- **Capitalising on growth opportunities in Asia** – Voucher projects will increase immediate to short-term business activities with Asian markets.
- **Connecting and expanding into Asia** – Voucher projects will provide businesses with the know-how, networks and skills for effective access to and expansion into Asian markets.

- **Increased Asia capabilities** – Voucher projects will better position businesses and organisations for long term engagement with Asian markets.

VALUE

Eligible companies and organizations can apply for a voucher up to the value of \$50,000 to access eligible services through Registered Service Providers. Vouchers are provided on a 1:1 co-contribution basis.

WHAT SERVICES ARE ELIGIBLE?

Eligible services under the Asia Gateway Voucher stream come under the overarching umbrella of **Market Engagement** which will assist companies and organisations to identify and secure Asian market development and export opportunities. Services activities may include:

- Marketing and Branding Strategy Development
- Market Development Plan
- In-Market Support

WHO CAN APPLY?

Asia Gateway Vouchers are available to SME businesses and organisations seeking to increase their business activity and engagement with an Asian market. Applicants must meet the following criteria to be eligible for assistance under the program:

- Are a business registered in Victoria with an Australian Business Number (ABN);
- Meet any co-contribution requirements with eligible cash expenditure;
- Meet all industrial relations obligations as an employer in accordance with the National Employment Standards;
- Have an operating presence in Victoria;
- Employ 20 to 200 staff or have an annual turnover of greater than \$1.5 million; and
- Agree to participate in future program evaluation.

NOTE: Commonwealth and State agencies and bodies are not eligible to apply.

WHERE DO I FIND MORE INFORMATION?

For more information including program guidelines, Registered Service Providers, application forms and application opening dates visit trade.vic.gov.au/asiagateway