Overview
Geographical proximity and sharing the same time zone gives the South West region of Western Australia a competitive business advantage with multi-million population centres in South East Asia and China.

Initial focus on these markets has been to build a strong foundation of people-to-people links and trust to underpin future developments in business and trade.

The South West region of Western Australia has nurtured close civic and business relationships with the cities of Jiaxing, Haining and Pinghu and counties of Jiashan and Haiyan.

A long standing sister city relationship has been formed between the City of Bunbury and Jiaxing and, more recently, the Shire of Augusta – Margaret River and Haining.

The Shire of Manjimup and City of Busselton are currently engaging with the cities of Jiashan and Pinghu and the County of Haiyan.

Engagement opportunities
Emerging middle and high wealth sectors in these cities and counties have created new markets and opportunities for growth in premium wine and food, education, professional services, digital media and digital animation.

The South West is:
- Building relationships with China-based outbound tour operators and later in 2013 will host a trade visit by tour operators.
- Jointly developing a premium wine and food strategy with the city of Jiaxing.
- Conducting wine and food education forums in Jiaxing and surrounding towns.
- Attending trade symposiums held by the City of Jiaxing.
- Providing cultural awareness and educational seminars in South West WA to foster relationship building to underpin new business development with China.
- Implementing the South West (WA) China Export Development Strategy to increase access to markets in China.
- Utilising existing business and Chinese government networks in Zhejiang province to improve outward bound trade and investment visits to China.
- Increasing brand recognition of the South West’s premium wine and food in south eastern China. The City of Haining has adopted Margaret River wine as its wine of choice for major banquets.

Competitive advantages
In 2008, Bunbury Jiaxing Business Development Office was opened jointly with the City of Jiaxing to provide assistance to local business and organisations to:
- Conduct business with China.
- Coordinate formal investment presentations.
- Host trade and government delegations from China, and
- Facilitate trade and business missions to China.

The (BJBDO) employs a Chinese national who has strong connections to the City of Jiaxing.

Over the past five years the office has assisted in the establishment of trade in glass, solar cells, electric bicycles, wine, education, including commercial and nursing, language education and tourism. It is assisting in current trade introductions in areas of hides and processed timber.