
NSW Going Global Export Program - defence & aerospace to the UK

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Information Session

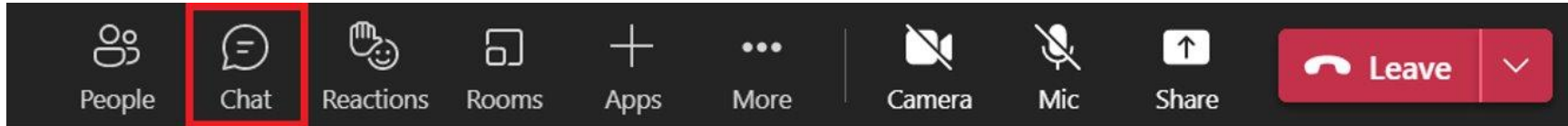
13 December 2022



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Guidelines for the Information Session



- Thank you for your patience with the technology
- Attendees will have microphones muted throughout the session
- Instant messaging will be available throughout the session
- Please note that these messages will be visible to all attendees
- The slides will be circulated after the session
- The webinar will be recorded – kindly turn off your webcam if there are privacy concerns

Agenda

- Welcome and introductions
- Defence and aerospace opportunities in the UK (and broader EU market)
- Overview of the NSW Going Global Program
 - Features and benefits of the Program
 - Onshore trade readiness
 - Business matching
- Questions & Answers
- Next steps and close

Introduction to the Project Team

Onshore Going Global Program Lead

Mai Le – A/Associate Director
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Offshore Going Global Program Lead

Tony Heath – Senior Trade & Investment Director
Defence & Aerospace NSW – UK, Europe & Israel
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Onshore Global Markets Lead

Tess Thomas – Associate Director
Global Markets – UK, EU, Israel at Investment NSW
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Trade Readiness

Bret Barton
CEO, Goal Group

Business Matching

Mike Maiden
Independent Defence & Security Consultant



Defence and aerospace opportunities in the UK (and broader EU market)

Mike Maiden – Advisor, Independent Defence & Security

Tony Heath – Senior Trade & Investment Director,
Defence & Aerospace – UK, Europe & Israel

Why this market?

- The Australia-UK Free Trade Agreement provides NSW businesses with increased cross border opportunities within the defence and aerospace industry
 - The UK's defence sector continues to prosper and grow. Since 2016 it has grown by 14%, showing its competitive edge in the international market
 - The UK defence industry has revenues of 25.3 billion GBP and the European defence industry has revenues of 116 billion Euro (Statista)
 - The UK aerospace industry is world leading. More than 3,000 aerospace companies operate in the UK, and the aerospace sector has the largest number of SME companies in Europe (International Trade Administration).
 - In 2021, the UK aerospace industry turnover was 22.4 billion GBP (ADS Group).
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NSW Going Global Export Program

Overview of the NSW Going Global Program

Mai Le – A/Associate Director Defence & Aerospace NSW

Mike Maiden – Advisor, Independent Defence & Security

Brett Barton – CEO, Goal Group



Features and benefits of the program

Features

An intensive program that requires participants to be actively engaged for 4 to 6 months. Participants will have access to:

- online workshops
- business matching
- coaching from a dedicated Export Adviser from Investment NSW
- access to the NSW Trade and Investment Commissioner in-market
- support from industry experts
- training in marketing and e-commerce

Benefits

The Program offers participants:

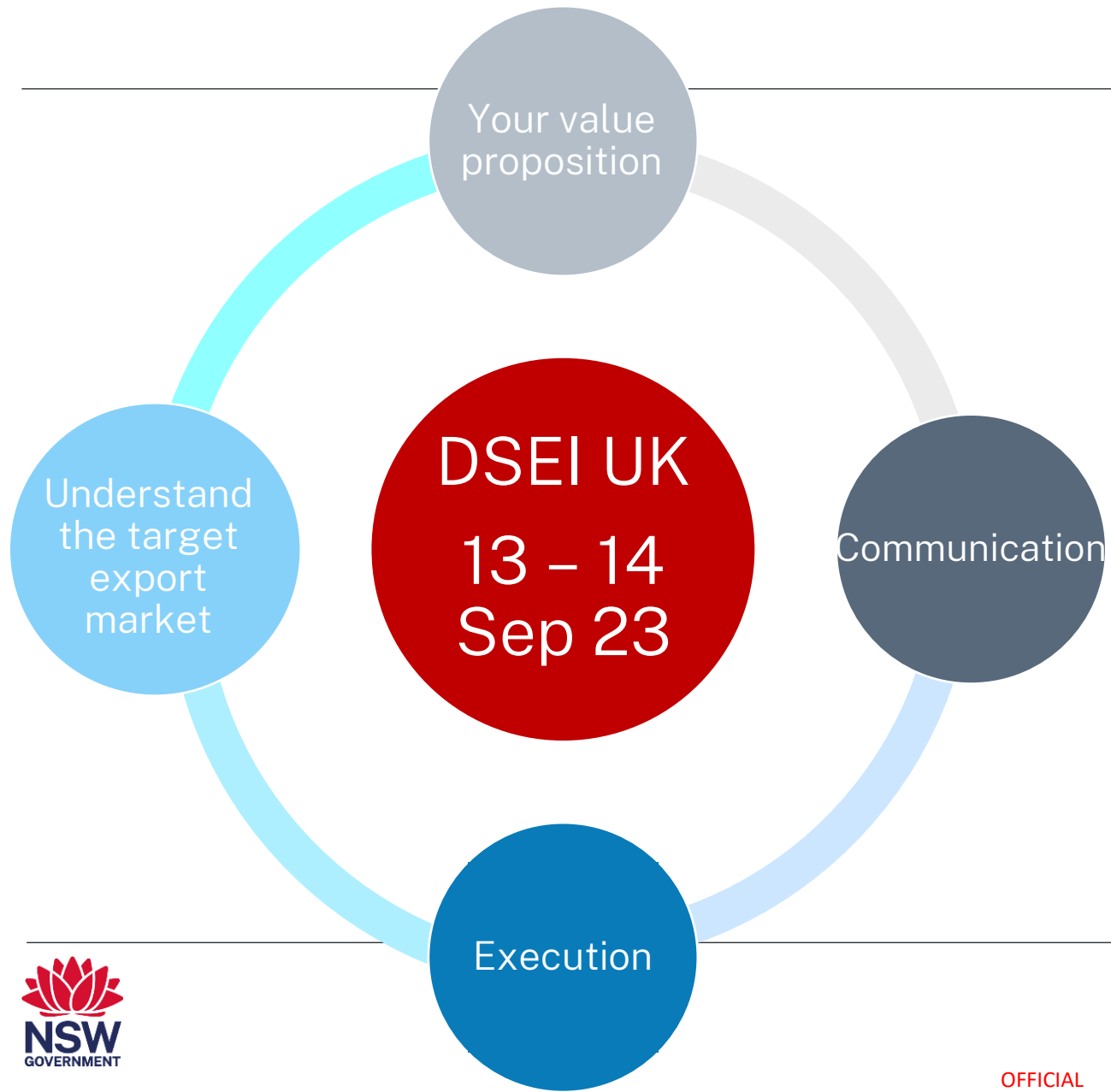
- an understanding of market dynamics
- practical approaches for doing business in the target market
- opportunities to identify and engage with new customers in the target market
- opportunities for networking with global businesses and entrepreneurs
- opportunities for global promotion
- opportunities for peer interaction with the businesses in your cohort.

The ideal participant

- Has a unique value proposition for the UK market
- Has undertaken some level of market analysis to determine product-market fit in the UK
- May already have some enquiries/leads in the UK market
- May have an employee or local representative in the UK
- May already be exporting to other international markets

Note: You are not eligible to apply if you have participated in a previous 'NSW Going Global Program' to the UK.

Onshore trade readiness and business matching



Interviews with participants to develop targeted plans for business matching activities that fit your export capabilities

Questions and Answers

1. How much does it cost to participate in this Going Global Program?

Participation in the Program is free and Team Defence Australia will cover stand costs and entry to DSEI UK. Participants will need to fund their flights to and from the show, accommodation and associated travel expenses.

Next steps

Further information about NSW Going Global Program

<https://www.investment.nsw.gov.au/living-working-and-business/nsw-going-global-export-program/>

Submit an Expression of Interest – **closes Sunday 19 February 2023**

[Defence and Aerospace to the United Kingdom - Investment NSW](#)

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