



## COMMENT || GUY BARNETT

# Helping Tassie exporters tackle challenges

**T**ASMANIA has what the rest of the world wants and needs. It is not surprising then that Tasmania's international goods exported reached over \$4 billion to August this year for the first time in history.

Our Tasmanian Trade Strategy sets a target to grow the value of our export trade to \$15 billion by 2050. This might sound ambitious, but since 2014-15, the value of Tasmanian goods exported alone have already grown by more than 60 per cent (\$2.54 billion in 2014-15).

Yet, despite the record growth and ambitious targets, the last year has been a mixed bag and challenges for some of our

exporters. I'd like to tell you that we are ready to tackle them with our Team Tasmania approach.

The recent 2021 Tasmanian Export Awards are a testament to this. With an array of winners from all over the state, True South Seafood won the Minister's Award for Export Leadership 2021, and the Sustainability category - a prime example of the innovative and world-leading aquaculture sector, which has both environmental and trade outcomes, in this instance in Asia. A win-win for the State.

Our continued export growth is thanks to the resilience, agility and perseverance of Tasmanian exporters through incredibly

uncertain times - backed by our strategy.

Our Annual Trade Action plans as part of our strategy are designed to work as "enablers" for business: to provide support and access to seize new opportunities - in both new markets and in emerging, innovative product sectors.

We also committed a further \$6 million at the recent election and continue to work with the federal government, including on initiatives such as the International Freight Assistance Mechanism to help get our exports to markets.

Trade with China continues to be our number one export market destination, growing in value by 4.6 per cent in 2020-21.

Trade with Korea, Taiwan, Japan, Vietnam and the United States are also extremely important, and I am determined to continue growing our relationships across the Indo-Pacific region - worth more than 55 per cent of our export value.

We are already taking additional steps to sure up our trade footing in key regions, with three new in-market Tasmanian Trade Advocates having now commenced, in addition to our existing presence in China. We are also delivering on the development of a New Zealand Integrated Trade Strategy, with a trade and tourism mission scheduled once the borders reopen.

|| Guy Barnett is the state Minister for Trade

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