



**VICTORIA'S BOOST YOUR BUSINESS
VOUCHER PROGRAM
PARTNERING FOR SUCCESS**



Jobs,
Precincts
and Regions



Are you a small to medium Victorian business seeking to boost your business or export activity with an Asian market? Do you employ 20 to 200 staff or have an annual turnover of greater than \$1.5 million?

You could be eligible for up to \$50,000 in funding to support your Asian market development planning and market entry strategy.

As the National Centre for Asia Capability, Asialink Business is a market-leading service provider and partner of choice for Victorian businesses to develop their Asian market know-how, networks and skills under the 'Boost your Business' Voucher Program.

Building an Asia-capable Australia

About the Asia Gateway Voucher Stream

Part of Victoria's 'Boost Your Business' initiative, this innovative program enables small and medium organisations to receive funding of up to \$50,000, on a co-contribution basis.

Asia Gateway vouchers help Victorian businesses and organisations to enter new export markets, increase knowledge and capability of doing business in Asia or with Asian clients, develop and implement market development plans, and optimise and secure new growth opportunities. To successfully receive a Voucher, organisations must first engage a Registered Service Provider, such as Asialink Business, prior to applying.

The vouchers are available for the following key growth markets:

- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

Why partner with us

By partnering with Asialink Business, Victorian organisations can access our world-leading Asia capability expertise across all sectors and markets. We design and deliver impactful solutions tailored to our clients' niche Asian growth needs. Our highly skilled team covers all Asian economies and includes extensive experience assisting organisations expand into Asia. Our commercially focussed solutions enable our clients to optimise their business with Asia by providing customised country, market and industry specific support, including and market development planning services, and in-market support.

Market development plans

- Analysing and assessing the market opportunity, including commercial market assessments, competitor landscape assessments, consumer trends analysis.
- Analysing and assessing entry mode considerations, such business structures and regulatory considerations.
- Undertaking detailed market planning, including analysis of consumer behaviour, product localisation, the sales and marketing environment.

In-Market Support

- Providing customer centred in-market support to navigate the business environment
- Providing partner profiling, business intelligence, analysis of distribution channels and e-commerce platforms, meetings and negotiations support.

Meet our team



NICK HENDERSON
Director, China Practice

Nick has 20 years of experience in business development and operations in mainland China and is fluent in Mandarin. Prior to joining Asialink Business, Nick was the China General Manager for the Interpublic Group (NYSE: IPG) brand strategy firm, FutureBrand and worked on projects for Alibaba Group, Bank of Shanghai, Daimler Benz, CITIC Private Equity, Mengniu, Yintai Group, Changhong and the Shanghai government (Lujiazui Group). In his current role, Nick leads Asialink Business' China Practice a leading centre of excellence for practical business engagement with China. The Practice is a hub of market leading research, training, strategy and expertise, providing an unmatched offering for businesses seeking to understand the market, expand or grow in China.



LUKE HURST
Director, Research and Information

Luke leads Asialink Business' Research and Information team, producing data-driven research for industry and government clients to help them capitalise on opportunities in Asia. He was previously a Director at Nous Group and a Research Fellow at Melbourne University and ANU where he focused on international trade and investment. He has a Ph.D. in international economics and has published widely in leading business and academic publications including the Australian Financial Review, Nikkei Asian Review, Australian Journal of Agriculture and Resource Economics, and China and World Economy on topics ranging from foreign investment, trade, and mineral markets. In 2017, he published a book with Routledge on the impact of China's boom on the global iron ore market.



DANIELLE RAJENDRAM
Manager, Research and Information

Danielle has extensive professional experience working on Australia's engagement with Asia in government, think tanks and the private sector. Danielle's role at Asialink Business involves managing the delivery of projects and bespoke research products for Asialink Business clients. Prior to joining Asialink Business, Danielle was a Senior Consultant at Nous Group. She has previously held Asia policy roles at the Department of Foreign Affairs and Trade and Department of Defence. She worked as a Research Associate at the Lowy Institute for International Policy, where her work focused on Asian strategic and economic issues.



"Our partnership with Asialink Business played a critical role in helping us to successfully take advantage of the opportunities in Asia. Asialink Business helped us by conducting a detailed industry and solution-specific market assessment to help us refine our focus and also working with our senior leaders to engage with the region in a culturally appropriate way." - Australian retail company.

"Asialink Business was selected because of its strong links to Asia combined with an understanding of the education sector. Asialink Business' research succeeded in delivering depth of thinking with actionable recommendations - a step by step road map to get there. The research opened up our eyes to the possibilities and untapped demand in the Asian market." - Australian education provider

Contact us

With a range of clients successfully receiving funding in the past two rounds of Asia Gateway applications, we invite all interested organisations to contact us today for a confidential discussion. Our team of highly skilled Asian market and sector specialists, business practitioners and market intelligence professionals will be on call to discuss how we can service your Voucher needs.

For more information on the Asia Gateway Voucher Program and application process, contact Nicola Gibbs on T +61 3 8344 9100 or email n.gibbs@asialinkbusiness.com.au

For media inquiries: Heather Chai, Head of Communications and Public Relations on heather.chai@asialinkbusiness.com.au

View the Asia Gateway Voucher Program guidelines [here](#) or see Business Victoria



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