



Australian Government

Australian Trade and Investment Commission

6 December 2017

[REDACTED]
Committee Secretary
Joint Standing Committee on Trade and Investment Growth
PO Box 6021 Parliament House
Canberra ACT 2600
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Dear [REDACTED]

On behalf of Austrade, I thank you for the opportunity to contribute to the Joint Standing Committee on Trade and Investment Growth's *Inquiry into the Trade System and the Digital Economy*, and apologise for the delay in providing Austrade's submission.

I am pleased to provide some background information about Austrade's role in supporting the digital economy, disruptive technologies and cybersecurity.

Austrade uses its extensive international network and its deep industry knowledge to help Australian firms seize export opportunities and to attract productive foreign direct investment into Australia.

Australia has world-class capabilities in areas of the digital economy, disruptive technologies and cyber security and Austrade has a particular focus on promoting these growing and competitive sectors of our economy.

Supporting Australian firms to export their goods and services overseas, and encouraging foreign direct investment into these sectors, are important ways in which Austrade supports the growth and resilience of these sectors.

Austrade has produced an [Australia Cyber Security Industry Capability Report](#), and [Australian Disruptive Technologies Industry Capability Report](#) (copies enclosed) to promote trade and investment opportunities to international firms.

As part of its commitment to these priority sectors, Austrade is also undertaking a body of work to identify, and to help promote in a targeted way, Australian export capability and investment opportunities across a range of areas including: additive manufacturing, automation, big data and analytics, cyber security, cloud services, the 'Internet of Things', immersive simulation, systems integration, artificial intelligence, and Blockchain.

This will be used to inform updates of Austrade's trade and investment facilitation strategies, and to promote Australian solutions into the value chains of multi-national corporations.

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Austrade also supports inbound delegations of cyber security investors, takes delegations of Australian business to major global events — including the industry-leading RSA Conferences — and Austrade helps helping connect researchers and businesses to develop the next generation of cyber security products and services.

The Export Market Development Grant (EMDG) scheme is also another important component of the Government's support provided for these important sectors. EMDG enables current and aspiring exporters to seek reimbursement for eligible export promotion expenses.

The scheme has proven popular with services firms, which accounted for 65 per cent of all successful grant recipients in 2015–16. Of those service firms, 13.1 per cent were ICT service providers, and 10.5 per cent were in professional, scientific and technical services.

Austrade works across government to support the resilience and growth of the digital economy, disruptive technologies and cyber security. Austrade supports these sectors by feeding our deep knowledge of the internationally-competitive capabilities of Australian firms and intelligence from our international network into domestic policy processes. Recently this has included:

- providing input into the Government's broader Cyber Security Strategy;
- contributing to AustCyber panel discussions and global cyber security summits, such as SiNET and AustCyber's Fintech Cyber Security Summit;
- contributing to cyber security working groups which bring together government and business; and
- providing advice and input into Innovation and Science Australia's national innovation strategy to 2030.

I hope Austrade's contributions to your consultations are useful. Officers from Austrade would be more than happy to further discuss any of the matters raised in this letter.

Yours sincerely,



Lynne Ashpole
Head of Executive Branch