



Submission No 13

Inquiry into Australia's trade and investment relationship with Japan and the Republic of Korea

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The Secretary of the Committee

Inquiry into Australia's Trade and Investment Relationship with Japan and the Republic of Korea
Joint Standing Committee on Foreign Affairs and Trade
House of Representatives
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CANBERRA ACT 2600

**SUBMISSION TO THE INQUIRY INTO AUSTRALIA'S TRADE AND INVESTMENT
RELATIONSHIP WITH JAPAN AND THE REPUBLIC OF KOREA**

Thank you for providing the opportunity to make a submission to the Joint Standing Committee on Foreign Affairs and Trade Inquiry into Australia's Trade and Investment Relationship with Japan and the Republic of Korea.

My submission addresses issues relating to:

- Emerging and possible future trends in the relations between Australia and the Republic of Korea.
- Barriers and impediments to trade and investment with the Republic of Korea for Australian businesses.
- Opportunities for deepening existing commercial links, and developing new ones, with the Republic of Korea.
- The role of the government in identifying new opportunities and assisting Australian companies to access existing and potential opportunities in the Republic of Korea.

Need for cross-cultural literacy

I contend that there is a significant need for improved cross-cultural literacy to better bridge a robust understanding and communication in the interests of developing greater trade and investment between Australia and Korea.

Cultural dissonance

The Republic of Korea is often remarked as a country defined by its strong 'ethno-nationalism' characterising the identity of its people. Part of this is to express non-Koreans as 'The Foreigner'. The nationalism and cultural dissonance that often jars through such intentions presents a potential and unexpected impediment to trade and investment between our two countries.

Global Korea

The emerging and possible future trend is the continued and increasing emphasis from within the Republic of Korea for investment and the spread of their culture through business as part of their perspective of a global diaspora.

A discussion paper: '*Moving out from the shadows*'

I contend that rhetoric surrounding the 'deep friendship' between Australia and the Republic of Korea describes a somewhat superficial relationship, even though there is significant historical precedent shared between the two countries. The enclosed discussion paper titled "*Moving Out From The Shadows*" describes a perspective of this friendship, where it is challenged, and how it might be enhanced. A direct correlation might be drawn from an improved friendship between the two countries and improved opportunities for deepening and developing commercial links.

Student and working visa exchange

It is worth noting that the number of students and young workers from the Republic of Korea who visit Australia for periods of 12 months or longer to gain experience can be counted in their tens of thousand in any given year. Meanwhile, the number of students and workers seeking to do the same from Australia is considerably less, and would not exceed a couple of hundred people in any given year.

This trend of students and workers visiting Australia will continue and be likely to grow. Young Koreans show themselves to be extremely courteous and hard-working and make a wonderful contribution to the richness of Australian society.

Opportunities for deepening and developing commercial links are falling short of their potential with Australia failing to leverage this resource of young Koreans visiting Australia. Australia ought to look for new approaches to exploit the richness for exchange with this strong, fast-developing, technological-savvy regional economic force. Developing a greater appreciation for the Korean culture through young Koreans already visiting Australia potentially presents a very affordable conduit in identifying new opportunities and assisting Australian companies to access existing and potential opportunities in the Republic of Korea. This presents a potential role for the government in brokering this arrangement.

I welcome further opportunity to contribute to this Inquiry into Australia's Trade and Investment Relationship with Japan and the Republic of Korea.

Thank you for this opportunity to make this submission,

Matt Jones

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