

An aerial night photograph of Melbourne, Australia. The Yarra River flows through the center, reflecting the city lights. In the foreground, a modern white bridge with a cable-stayed design spans the river. The background is filled with a dense skyline of illuminated skyscrapers and buildings under a dark blue twilight sky.

Why Melbourne?

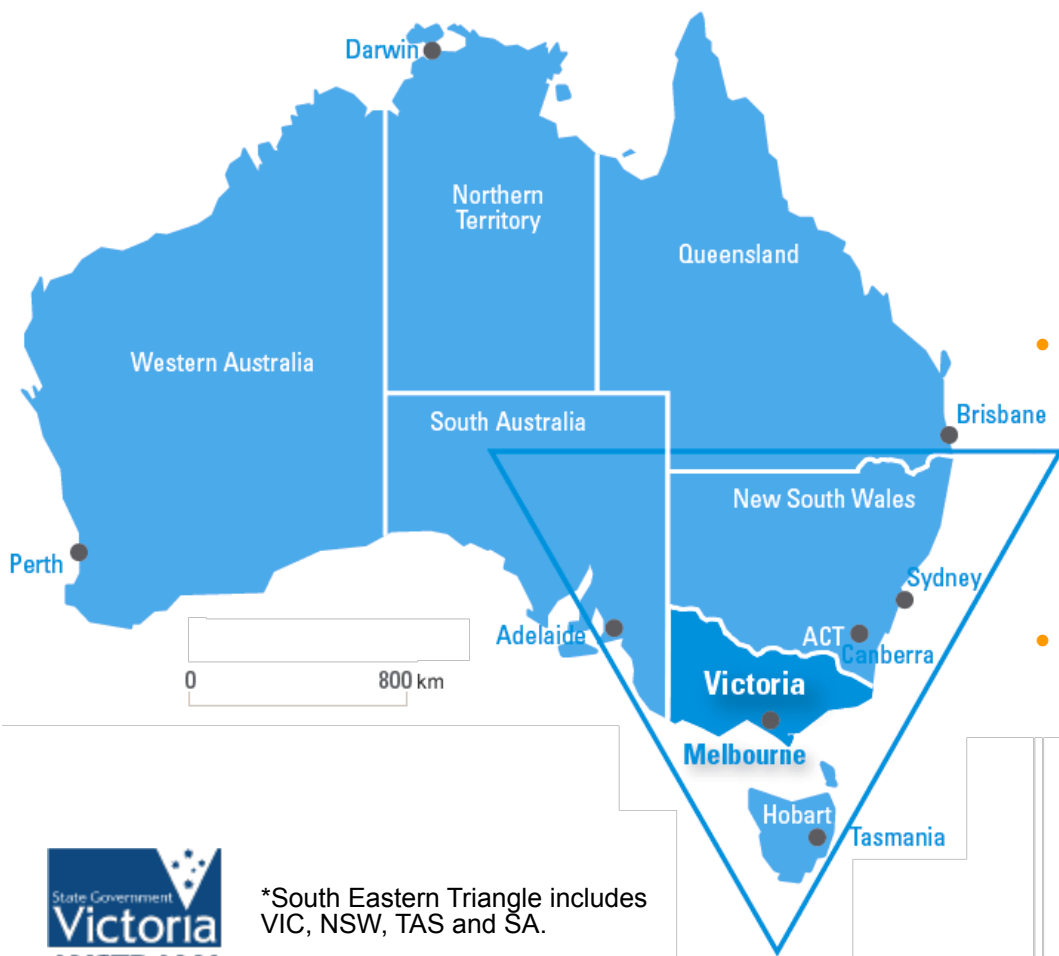
为何选择澳大利亚墨尔本？

Why Melbourne

为何选择澳大利亚墨尔本?

Competitive and Dynamic Business Environment

最强劲的经济实力之一



- **Australia:**
澳大利亚
 - Land mass - 7,687,000 sq km
领土面积 - 7,687,000 平方公里
 - Population - 23 million
人口总数 - 2300万
 - GDP USD\$1.33 trillion
国民生产总值 1.33 万亿美元 (2015)
- **The South Eastern states comprise:**
东南部各州拥有
 - 67% of the population
67%的人口
 - 65% of all economic activity
65%的经济活动
- **Victoria:**
维多利亚州拥有
 - 3% Australia's land mass
3%澳大利亚领土面积
 - 25% Australia's GDP
25%澳大利亚国民生产总值
 - 25% Australian population
25%澳大利亚人口总数

Why Melbourne

为何选择澳大利亚墨尔本?

Competitive and Dynamic Business Environment

最强劲的经济实力之一



维多利亚州

Area面积

- 227,600 sq km
227,600 平方公里
- 3% of Australia
澳大利亚的3%

Population人口

- 5,547,527
接近600万
- 25% of Australia
澳大利亚人口的25%
- Forecast 10-12 million people in 2060
预计2060年人口将超过1千万

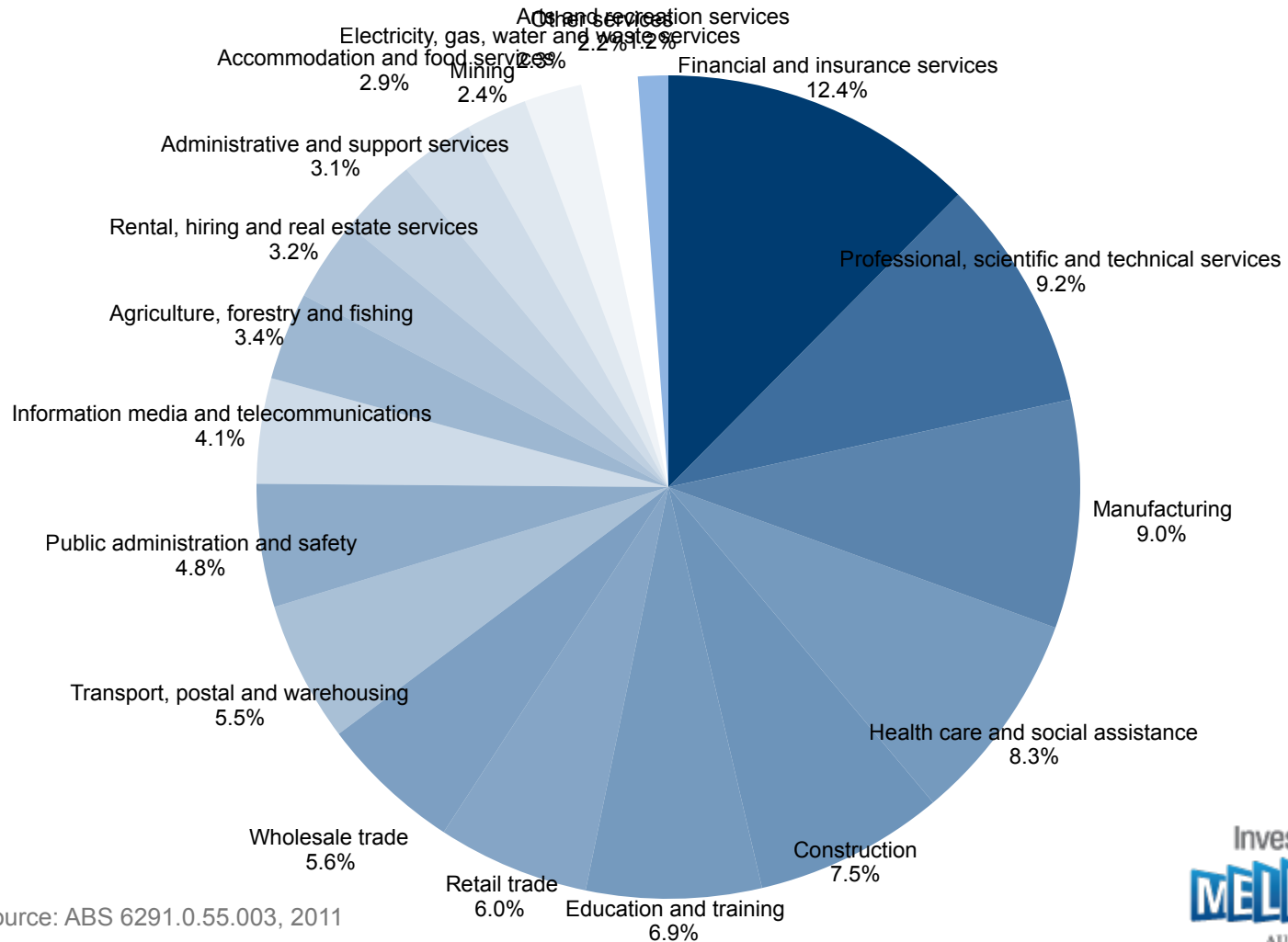
GDP国民生产总值

- A\$293.3 billion
2933亿澳元
- 25% of Australia
澳大利亚的1/4

Why Melbourne

为何选择澳大利亚墨尔本?

Victoria's Gross Value Added (GVA)
维多利亚州按行业志附附加值 (GVA) 2015 财年
by industry in current prices (% share) FY2015



Why Melbourne

为何选择澳大利亚墨尔本?

World-Class Infrastructure

世界一流的基础设施



- Melbourne has world-class ports, airports and roads infrastructure
墨尔本拥有世界一流的港口、机场、和四通八达的道路基础设施。

- Melbourne is home to the National Broadband Network, a federal government project to install high speed internet access across Australia.

墨尔本是联邦政府项目 - 国家宽带网络的总部所在地，帮助建设着澳大利亚各地的高速宽带网络。

Why Melbourne

为何选择澳大利亚墨尔本?

Enviably Lifestyle

发达国家中最令人向往的生活方式

One of the World's Most Liveable Cities

连续6年全球最宜居城市排名第一





Why Melbourne

为何选择澳大利亚墨尔本?



The Economist Intelligence Unit's
Global Liveability Report [2]

	City	Country	Rating
1	Melbourne	 Australia	97.5
2	Vienna	 Austria	97.4
3	Vancouver	 Canada	97.3

1 in the World for six years

Industry Investment Opportunities (Agribusiness-Dairy)

产业投资机会（农业-乳制品）



- Victoria accounts for approximately 85 per cent of Australia's dairy product exports, worth around \$2.3 billion in 2013-14.
维州乳品出口占澳洲85%，2013-14出口产值23亿澳元
- Victoria's dairy industry accounts for 10 per cent of the total world dairy trade, exporting everything from milk, cheese, yoghurt and custard to specialised ingredients such as whey proteins and nutraceuticals
维州乳制品产业大约占全球乳业贸易的10%的市场份额。出口产品包括乳业全系列产品，如牛奶，奶酪、酸奶、蛋黄酱，以及客户需要的特定成分乳清蛋白，及其他营养产品等等。

Investment opportunities: greenfield/joint venture dairy farming, dairy processing and exports

投资机会：开发、收购或参股奶牛养殖场、乳品加工厂、及出口相关产品

Industry Investment Opportunities (Agribusiness-Meat & Horticulture) 产业投资机会（农业-肉类及园艺业）



Meat

is the second largest food industry and food export in Victoria, representing 3 per cent of world beef trade and 11 per cent of sheep trade.

肉类是维州第二大食品产业及出口食品。占据全球牛肉贸易的3%，羊肉贸易11%。

Horticulture

Victoria produces a wide array of export quality fruit, vegetables, nuts and processed foods.

维州同时出产大量高质量的水果、蔬菜、坚果和加工食品。

Grains, including wheat, barley and pulses, are grown in the farmland areas of north-west Victoria.

维州的西北面广袤的农场还出产谷物，包括：小麦、大麦、豆类等等。

Investment opportunities: cattle farming, meat processing, deep processing of fruits and nuts

投资机会：投资肉牛农场 肉类加工 水果和坚果的深加工企业

Industry Investment Opportunities (Agribusiness- Wine and others) 产业投资机会（农业-红酒 及其他食品）



- Victoria boasts 21 wine regions and more than 800 wineries. Victorian wine is recognised globally for a number of its award-winning varietals including riesling, chardonnay, pinot noir, shiraz cabernet, merlot and sparkling wines. 维州拥有21个红酒产区，有超过800个酒窖，维州的红酒享誉全球。其出产的雷司令、霞多丽、黑皮诺、赤霞珠、西拉子、及气泡酒屡获世界级大奖。
- Both local and international processing companies manufacture a wide variety of food and beverage products, including confectionery, cereals, condiments, bakery products, juices and other beverages, desserts, snack foods, sauces, and prepared foods inspired by cuisines from around the world. 本地和世界级的食品加工企业生产各种各样食品和饮品，包括：糖果糕点、麦片、调味品、烘培食品、果汁和其他饮品、甜品、小吃、以及供应全球的各种预加工食品。

Investment opportunities: acquiring wineries and vineyards for wine exports,

tourism wineries with dining and accommodation facilities

Industry Investment Opportunities (Automotive)

产业投资机会（汽车）



- Victoria - Home to Australia's automotive industry. Victoria is one of only 10 global locations that has complete design, engineering, manufacturing capability in automotive (Concept to Delivery)
- 维多利亚州是澳大利亚先进汽车产业之乡。这里拥有众多的装配厂，部件制造公司，设计院，工具制造商，以及其它的服务提供商，维多利亚州是全球具有成套汽车设计，工程，和制造能力的十大产地之一（从理念到设计交付）

Investment Opportunities: joint R&D for automotive technologies, component manufacturing
 投资机会：汽车技术联合开发，零部件生产等

Industry Investment Opportunities (Aviation and Aerospace)

产业投资机会（航空与航天）



- Victoria's aviation and aerospace sector employs more than 22,000 people in more than 500 businesses - making it the biggest in Australia. More than 40% of Australia's civil aviation repair and overhaul activities already take place in Melbourne.

维多利亚州的航空航天业共有500多家企业，员工人数超过2.2万，成为澳大利亚最大的航空航天业。澳大利亚40%以上的民航维修与检修业务都在墨尔本完成。

- Every two years, Melbourne hosts the Australian International Airshow and Aerospace and Defence Expo, the southern hemisphere's largest aviation, aerospace and defence trade show.

墨尔本每两年举办一次澳大利亚国际航空、航天与防务展，这也是南半球规模最大的航空、航天与国防

Investment opportunities: joint R&D, component design and manufacturing, pilot training

投资机会：合作研发、飞机零配件设计和生产、飞行员培训等

Industry Investment Opportunities(Urban Infrastructure) 产业投资机会（基础设施）



- For the past ten years, Melbourne has been the fastest growing capital city in Australia. The continuous population growth presents opportunities for private sector investment in properties and urban infrastructure projects.

过去十年，墨尔本为澳大利亚人口增长最快的首府城市。人口持续增长为私人企业提供了投资地产及城建项目的机会。

- The Premier of Victoria recently announced a plan to transform Victoria's public transport system, reduce congestion on roads and improve transport safely.

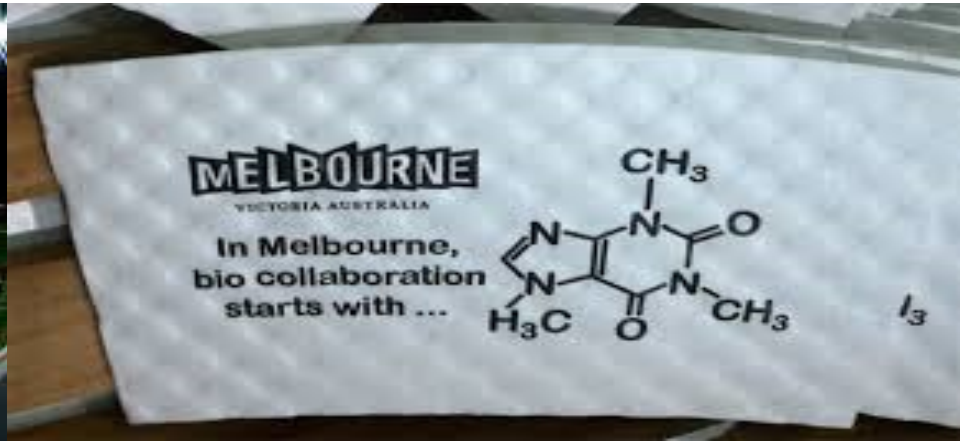
维州州长近期宣布维多利亚州有史以来最大的基础设施项目及其规划。该项目投资规模将达到220亿澳元，项目投资主要用于墨尔本公路及铁路升级改造、墨尔本轨道交通的扩建以及新的住宅区和商业区的兴建。

Investment opportunities: level crossing removal projects, Melbourne Port privatisation building new roads and bridges, property development

投资机会：平交道口改造计划、墨尔本港口投资机会、新建道路和桥梁、地产开发等

Industry Investment Opportunities (Life Science)

产业投资机会（生命科学）



- Victoria leads Australia's biotechnology sector, with particular strengths in the medical and agricultural fields.
在生物技术领域，维州在澳大利亚占领导地位。在医药和农业领域独具优势。
- Victoria is home to about 150 biotechnology companies, as well as 13 major medical research institutes, 10 teaching hospitals conducting significant research, and 9 universities, together employing about 22,000 people in the life sciences sector.
维州拥有超过150家生物科技公司、13家主要的药品研究机构。10所教学型医院，以及9所大学，超过22,000名员工正在进行生命医学方面的研究，

Investment opportunities: development and manufacturing of therapeutic and healthcare products, development of traditional Chinese medicine

投资机会：开发和生产医疗和健康产品，开发传统中药

Industry Investment Opportunities (ICT)

产业投资机会 (IT 及通信)



- Victoria plays a lead role in the Australian technology and telecommunications industry, with more than 8,000 technology companies generating about A\$33 billion in gross annual revenue, and accounting for around 31% of national ICT employment.

维州是澳大利亚IT和通信技术中心，拥有超过8000家科技公司，拥有全国1/3的IT行业人才

- Of the top 30 Australian listed IT and Telecommunication companies, Victoria has the highest share of any state with 43 per cent.

澳大利亚30家最大的上市IT企业中，有超过43%位于维州

Investment Opportunities: joint R&D, ICT outsourcing service, telecommunication equipment supply

投资机会：合作开发、信息外包服务、通信设备生产等

Industry Investment Opportunities(Education Services) 产业投资机会（教育服务）



- Melbourne is a leading city in the world for providing superior quality tertiary education.
墨尔本提供全球领先的高品质的职业教育
- Melbourne has a number of universities that offer exceptional undergraduate and postgraduate degrees/ diplomas. China is the largest source of Melbourne's international students.
墨尔本拥有数量众多的大学提供卓越的本科、研究生学历教育。中国是墨尔本最大的国际学生来源国。

Investment opportunities: establishing professional training institutes

投资机会： 建立专业的培训机构

Australia China FTA

中澳自由贸易协定

- Greater opportunities for Chinese investors with the elimination of a range of tariff and non-tariff barriers. On full implementation, 95 per cent of Australian goods exports to China will be tariff free.

自贸协定的签订和一系列的减免税优惠，为中国投资者提供了更多的机会。
在全面实施后，澳大利亚向中国出口的95%的商品将会免税

- Victoria's small and medium sized businesses will benefit from cheaper inputs due to elimination of Australia's remaining tariffs on a range of goods.

因部分商品的免税优惠，维多利亚州的中小型企业将会降低成本并从中获益

- The agribusiness sector is set to enjoy significant benefits:

农业将会受益颇丰：

- Tariffs of up to 19 per cent of all dairy products will be phased out completely
全部奶制品高达19%的关税将被逐渐完全减免
- All vegetable, fruit and nut tariffs will be removed
所有蔬菜、水果、坚果关税将被免除
- Tariffs on Australian wine of 14 to 30 per cent will go within four years
四年之内，澳大利亚葡萄酒14%至30%的关税将被免除

Recent Chinese Investment

近期中国投资

- **Tourism Infrastructure and Real Estate**

旅游基础设施和房地产

- Fu Wah Group 富华国际集团
- Ovolo Hotels Ovolo 酒店集团
- R&F Properties 广州富丽地产
- Xiangyuan Real Estate 成都兴元地产

- **Automotive**

汽车

- Haval Motors 长城汽车属下哈弗汽车

- **Agribusiness**

农业

- Australian Dairy Park 澳大利亚乳品工业园有限公司

- **Major Infrastructure Projects**

重大基础设施项目

- Shanghai Electric Power 上海电力股份有限公司
- Power China 中国电力建设集团有限公司

Major Chinese Investors in Victoria

维州大型中资企业



中国建设银行
China Construction Bank



中国工商银行
INDUSTRIAL AND COMMERCIAL BANK OF CHINA



中国银行
BANK OF CHINA

HSBC



中国国际航空公司
AIR CHINA

Hisense



CITIC Australia Pty Ltd
中信澳大利亚有限公司

CHANGHONG

VanceInfo



Huawei Technologies



中国铝业股份有限公司
Aluminum Corporation of China Limited

ZTE中兴

GIGABYTE™



心繫生活每一程



Our Promise, Your Satisfaction

State Govern
Vict jeans west
AUSTRALIA

Australia & New Zealand

InvestVictoria
MELBOURNE
AUSTRALIA

Invest Victoria Assistance

- **Market Potential** – providing market information (specialist research when required) to enable business case development inclusive of market structure & dynamics, cost-of-doing-business inputs (human resources, logistics, utilities & general operating costs). 提供市场信息
- **Business introductions and market access** – providing introductions & facilitation to industry specialists, industry associations, academic institutions, service providers, suppliers and potential clients, both within Australia and internationally (Vic Government has 18 overseas offices and collaborates with Federal Agencies based on client needs). 商业伙伴介绍
- **Site location services and authority approvals** – providing locational analysis to identify greenfield or existing site options based on the specific business requirements, assistance with the development/ authority approvals in Victoria and coordination of the full range of State, Commonwealth and local government approvals. 选址服务及协助政府审批

Victorian Government International Network

维多利亚州政府海外办公室



The Victorian Government International Business Offices offer:

- investment support for foreign companies to establish in Victoria
为外国企业在维州设立提供投资服务
- export services for Victorian companies to access international markets
帮助维州企业的产品及服务出口到国际市场

Greater China VGBOs

维多利亚州大中华区代表处

Shanghai (上海)

Suite 620, Shanghai Center
1376 West Nanjing Road

Beijing (北京)

Unit 2, Level 2, Office Tower C2
The Towers, Oriental Plaza
No. 1 East Chang An Avenue
Dong Cheng District

Nanjing (南京)

Suite 1164, 11th Floor
World Trade Centre, Jinling Hotel
2 Hanzhong Road

Chengdu (成都)

Room 1738, Level 17, Raffles City Tower 2,
No. 3 Section 4, South Renmin Road,
Wuhou District

成都市武侯区人民南路4段3号
来福士广场写字楼2座17层

Hong Kong (香港)

2108 Harbour Centre
25 Harbour Road, Wan Chai



Thank you!
谢谢!