Priority Sectors and Opportunities

Energy
Tourism, Events and Creative Industries
International Education
Mining and Mining Equipment, Technology and Services (METS)
Technology and Advanced Manufacturing
Primary Industries

Government of Western Australia International Offices

Dubai
Market Coverage: Middle East, Africa
Suite 106, Emarat Atrium, Al Safa Shells, Zayed Road
PO Box 58007
Dubai, United Arab Emirates
Tel: +971 4 343 3226
www.wato.ae

Jakarta
Market Coverage: Indonesia
World Trade Centre 2
16th Floor, Jalan Jenderal Sudirman Kavling 29-31
Jakarta 12920, Indonesia
Tel: +62 21 295 22659
www.wato.ae/indonesia

Hong Kong
Market Coverage: South Korea
Unit 702 7th Floor
Kwangwesoen Building
149 Seojang-daero, Jongno-gu
Seoul, Republic of Korea 03172
Tel: +82 2 722 1217
www.wato.ae/southkorea

Shanghai
Market Coverage: Greater China
Room 2204, CITIC Square, 1168 Nanjing Road West
Shanghai, People’s Republic of China 200041
Tel: +86 21 5292 5899
www.wato.ae/china

Singapore
Market Coverage: Singapore, Malaysia
Thailand and Vietnam
Suites Tower 4, 450-452
6 Temasek Boulevard
Singapore 035966
Tel: +65 6836 5626
www.wato.ae/singapore

Tokyo
Market Coverage: Japan
14th Floor, Imperial Tower
1-1-1 Uchisaiwai-cho, Chiyoda-Ku
Tokyo, Japan 100-0011
Tel: +81 3 5157 8281
www.wato.ae/japan

WESTERN AUSTRALIA’S ASIAN ENGAGEMENT STRATEGY 2019-2030

For the full version of Western Australia’s Asian Engagement Strategy 2019-2030
www.jtsi.wa.gov.au

Access Asia Business Grants
www.jtsi.wa.gov.au/accessasia

For further information
asianengagement@jtsi.wa.gov.au

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For further information
asianengagement@jtsi.wa.gov.au
The rise of Asia is the biggest economic, social and cultural opportunity for current and future generations of Western Australians. In 2016, Asia had a population of around four billion people and accounted for 42 per cent of the world’s economy. Within two to three decades, Asia’s population will have increased by approximately one billion and Asian economies will represent over half of the world’s economy.

Western Australia and Asia have benefited greatly from the shift towards a global economic power. Our State’s trade and investment with Asia has increased from $12.5 billion in 2004-2005 to $23.9 billion in 2018-2019. Asia is Western Australia’s largest export market, with over $6 billion coming from China alone. Western Australia’s strategic location and connectivity is a major advantage in the Asia region.

The Asian Engagement Strategy identifies the steps we will take to deepen our connections and demonstrates our commitment to economic opportunity, driven by a willingness to learn, Western Australians will undertake new and complex relationships. The State Government will provide strategic leadership to encourage collaboration and establish the essential frameworks, structures and incentives to deliver the vision of this Strategy. We will maintain

### KEY THEMES FOR ENGAGING ASIA

1. Maximising Investment and Trade Opportunities

   Western Australia is proud to be a partner in Asia’s economic transformation. The extraordinary size and diversity of Asia offers a range of opportunities for mutually beneficial investment and trade opportunities.

   Within the Asia region, each economy varies significantly in size, composition and stage of development. The strategic engagement of key markets and new opportunities in Asia will continue to be developed, thoroughly evaluated and prioritised by the State Government.

2. Supporting Asia Literacy and Capability

   With immense global influence, Asia provides significant opportunities for economic, cultural and social partnerships. Western Australia’s strategic location and connectivity is a major advantage in the Asia region.

3. Enhancing People-to-People Links

   Long-term relationships allow Western Australia and Asia to develop a deeper understanding of each other and are essential for trade and investment success.

4. Supporting Business Networks and Communities

   Western Australian businesses have opportunities to flourish in the Asian economic powerhouse of more than four billion people. However, new approaches are required to succeed because Asian consumers are from diverse areas with different cultures, languages, influences and faiths.

   Businesses can grow by collaborating with the State and Commonwealth Governments, as well as commercial partners, to develop effective trade, investment and cultural networks and deliver high-value business and community outcomes.

   Western Australia’s cultural diplomacy and soft power initiatives, including professional and community development programs, using gourmet, cultural and business networks to gain insights into Asia’s cultural and social contexts, are essential for trade and investment success.

### ACTIONS

- **Maximising Investment and Trade Opportunities**
  - Develop a 10-year economic outlook to assess current and future trade opportunities and drive coordination, across State Government agencies and industry organisations.
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- **Supporting Asia Literacy and Capability**
  - Partnership with Western Australian businesses to drive engagement with strategic intelligence and practical advice from the Government of Western Australia.
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- **Enhancing People-to-People Links**
  - Partnership with Western Australian businesses to drive engagement with strategic intelligence and practical advice from the Government of Western Australia.

- **Supporting Business Networks and Communities**
  - Partnership with Western Australian businesses to drive engagement with strategic intelligence and practical advice from the Government of Western Australia.

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**Hasan Peter Tahan AM MLA**
Minister for Asian Engagement