

# Exporting to Southeast Asia

export  
finance  
australia





# The opportunities for export growth into Southeast Asia

Southeast Asia is central to Australia's national interests.

With Singapore, Malaysia, Thailand, Indonesia and Vietnam among some of our top trading partners, and increasing investment into the region, the export opportunities for Australian businesses are growing.

## This guide will help you understand:

- › the economic conditions in Southeast Asia
- › key markets and opportunities
- › resources available to set up for success.

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# Southeast Asia: An economic snapshot

Rising incomes, rapid urbanisation, new technologies and increasing demand for higher-value consumer goods, services and education are key drivers of growth in Asia. These characteristics are noticeable in many Southeast Asian countries.

The Association of Southeast Asian Nations (ASEAN) is an organisation for member states to work together and collectively address economic, security and political issues. It consists of 10 countries across the region.

By 2030, the region  
is set to become the  
equivalent of the world's

**4th** largest  
economy<sup>1</sup>

ASEAN  
consists of

**10** countries across  
the region

Brunei, Cambodia, Indonesia, Laos,  
Malaysia, Myanmar, Philippines,  
Singapore, Thailand and Vietnam



**622 million**  
people (as of 2022)<sup>2</sup>



**4.9%**  
growth in real GDP in  
2023 for Indonesia,  
Malaysia, Philippines,  
Thailand, and Vietnam<sup>3</sup>.



**Australia's network of free trade agreements  
gives us preferential access to ASEAN**

## Free trade agreements

ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) ...> [Learn more](#)

Regional Comprehensive Economic Partnership (RCEP) ...> [Learn more](#)

<sup>1</sup> Source: [www.austrade.gov.au](http://www.austrade.gov.au)

<sup>2</sup> World Population Review, 2022, ASEAN Countries

<sup>3</sup> Source: IMF World economic Outlook Report October 2022

# Spotlight on key markets

All countries across Southeast Asia are at different stages of development. This means they each offer unique opportunities and challenges.

Here we highlight some of the Southeast Asian countries and the opportunities they present for Australian businesses.



## Philippines

The Philippines is expected to be the third fastest growing economy in Southeast Asia in 2023, according to the IMF.

### Key opportunities



#### Agribusiness

Consumer purchasing trends present multiple opportunities for Australian companies interested in supplying premium food and agrifood commodities.



#### Energy

Opportunities for Australian businesses are available across a variety of energy sectors such as clean energy projects, solar technology, liquefied natural gas supply and engineering services.



#### Building and construction

The Philippines depends on the import of building and construction materials, and there is a high demand for these products.

Australian businesses can look to provide specialised services and supply materials, technology and equipment.

Source: *IMF World economic Outlook Report October 2022*

Source: [Agribusiness](#) | [Energy](#) | [Building and construction](#)



Read full **Philippines** Country Profile

## Singapore



Singapore is Australia's largest trade and investment partner in ASEAN. The IMF forecasts growth to average 2.5% per annum over the five years to 2027.

### Key opportunities



#### Food and agribusiness

Over 90% of food consumed in Singapore is imported, which presents a significant opportunity for Australian exporters or businesses in this space.



#### Aerospace

Singapore's Seletar Aerospace Park provides world-class aerospace facilities and has resulted in a number of multinational corporations opening facilities.

Opportunities for Australian businesses include manufacturing for major aerospace development programs, supplying goods and/or services in international aerospace original equipment manufacturer supply chains, ideas generation in emerging technologies as well as collaborating in research and development.



#### Information and communication technology (ICT)

ICT is a key enabler for almost every industry sector. Australian developers can leverage opportunities in Singapore, particularly those related to developing applications and contributing to building the **Smart Nation** infrastructure.

Source: [Food and agribusiness](#) | [Aerospace](#) | [ICT](#)



Read full [Singapore](#) Country Profile

## Thailand



Australian agriculture and consumer-oriented exporters could benefit from the strong growth in Thailand's e-commerce market and fast-growing retail food sector.

### Key opportunities



#### Food

There is increasing demand from Thai citizens for gourmet and artisan foods, as well as health and lifestyle foods. Thailand views Australia as a reliable and reputable supplier of clean, healthy and quality products.



#### Consumer goods

There is a growing demand for high-quality products with more natural ingredients in Thailand. Australian businesses in this sector could make the most of opportunities in herbal, natural and organic products with multifunctional benefits, dermocosmetics, anti-ageing solutions, senior wellbeing products, maternity and baby care products.



#### Digital sectors

The Thai Government's ambition to grow its digital sector presents opportunities for Australian businesses operating in e-commerce, digital marketing, fintech and digital start-ups.

Source: [Food](#) | [Consumer goods](#) | [Digital sector](#)



Read full [Thailand](#) Country Profile



## Vietnam



With a growing middle class and young population, Vietnam is a country to have on your radar.

### Key opportunities



#### Power

To meet growing power demands, the Government of Vietnam aims to ramp up the installed capacity with a diverse energy mix.

There are significant opportunities for Australian businesses to support, including to meet the need for investment from independent power producers to build more thermal power plants. The construction of power plants also offers a wide range of opportunities for equipment manufacturers and energy consulting companies.



#### Transport Infrastructure

As Australian infrastructure expertise, technology, equipment and services have such a strong reputation, significant opportunities for businesses are available in the medium to long term.



#### Agribusiness

There are opportunities for Australian businesses to quickly respond to market needs by exporting high-quality goods such as wheat, dairy or fresh fruit.

Source: [Power](#) | [Transport](#) | [Agribusiness](#)



There are also opportunities in Brunei, Cambodia, [Indonesia](#), Myanmar and [Malaysia](#).

Learn more in Austrade's ASEAN NOW report.



### ASEAN NOW

INSIGHTS FOR  
AUSTRALIAN BUSINESS

A report on Australia's trade and investment relationship with ASEAN.

Access the report [here](#).

## Case Study:

# Nature's Dairy Australia

With our support, Nature's Dairy Australia is increasing its substantial market presence across Asia.

Nature's Dairy Australia locally sources, manufactures and packages milk from across Victoria. Around 65% of what it produces is exported to countries in Asia.

Being a small business, Nature's Dairy Australia needed financial support to help it meet growing international demand. That's when it approached Export Finance Australia.

Bevan Tippet, CEO of Nature's Dairy Australia, said a \$2.6 million Export Line of Credit Facility helped it finance the working capital funding requirements it needed.

"Export Finance Australia has been a real partner for us. Their support allowed us to not only access the capital expenditure for the factory, but also to support the inventory that we need in terms of packaging, and to buy the materials to develop the products."

Read more about  
how we helped

**Nature's Dairy  
Australia**



**We provide a range of loans and guarantees to support your business growth.**

Like our customer, Nature's Dairy Australia, we could help your business too. Learn more about our solutions [here](#).



“We would definitely recommend other companies looking to export to at least start a conversation with Export Finance Australia and see what the opportunities are to work together.”

**Bevan Tippet**  
Chief Executive Officer  
Nature's Dairy Australia

# Support available



## Export Finance Australia

The Australian Government's export credit agency, providing finance solutions to Australian exporters including businesses within an export-related supply chain.

Visit [exportfinance.gov.au](http://exportfinance.gov.au)

Call 1800 093 724

Email [info@exportfinance.gov.au](mailto:info@exportfinance.gov.au)



## Austrade

The Australian Government's trade and investment agency, providing you with practical advice, support, and insight into many of the countries to which you're looking to attract visitors from. Austrade provides information and advice to assist Australian companies to reduce the time, cost and, risk associated with growing your international business, as well as Export Market Development Grants (EMDG) to support your export growth.

Visit [austrade.gov.au](http://austrade.gov.au)



## Export Council of Australia (ECA)

ECA provides education and assistance to help Australian companies succeed internationally.

Visit [export.org.au](http://export.org.au)



## The Department of Foreign Affairs and Trade (DFAT)

DFAT promotes and protects Australia internationally. One of the ways it does this is by helping Australian businesses, in partnership with other agencies like Austrade and Export Finance Australia.

Visit [dfat.gov.au](http://dfat.gov.au)



## Australia-ASEAN Council

The council's mission is to increase knowledge and promote Australia's interests in Southeast Asia by initiating and supporting activities to enhance understanding and links between people and institutions in Australia and ASEAN countries.

Visit [dfat.gov.au](http://dfat.gov.au)

## Want more information?

We've developed a range of export-related **eBooks**:

- Developing your export strategy
- Managing your export cash flow

Visit:  
[exportfinance.gov.au/resources](http://exportfinance.gov.au/resources)





## Discover how Export Finance Australia could help your business take on the world.

To find out more about how we could help your business, go to [exportfinance.gov.au](http://exportfinance.gov.au) or call 1800 093 724.

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Australian Government

