



# Think globally to grow

## Expanding foreign nations are ideal export markets

Jenny Dillon

NOW Australia has come off a long bull run, pulled up short by the Global Financial Crisis that fortunately had little impact here, survival and growth for small businesses means looking beyond our shores, according to Think Global Consulting's David Thomas.

"While we were in the bull run, going offshore was not a must do," he said. "But as we see flat growth ahead of 1 per cent of less, for people to be able to grow their companies they are going to have to look elsewhere."

He said Australia would never get an

opportunity for exporting quite like what we had now, especially exporting to the so-called BRIC countries, Brazil, Russia, India and China.

"They are big industrialising countries with huge populations coming off a very low base of wealth and achievement. Now they have the long-term vision for growing their wealth.

"I draw parallels with the UK in the 1800s and that nation's industrialisation and the US in the 1900s when it industrialised. The next 100-year shift is happening right now.

"It is fuelled by Brazil and Russia. They have the resources, the agricul-

ture, the utilities and the mining to maintain growth. China and India are importers of energy. All are showing a growth in their middle classes.

"We've just had a global crisis which has caused the developed world to take a step backwards.

"These four with their massive foreign reserves are spending to build infrastructure and at the same time increase domestic consumption.

"This is something we'll never see in our lifetime, and there are great benefits for Australia."

Mr Thomas said while the Chinese were good at producing things, they

were not good at inventing, innovating and designing — but Australians were. However a lack of adequate research often let Australian businesses down.

"It's a very important time for Australia, not only at the big end of town but also for innovative entrepreneurial leaders to start looking at how they can tap into that extraordinary growth."

**David Thomas will speak at The Import Export Show on Monday, September 7, 8.30am-5.30pm at the NSW Trade & Investment Centre, Level 47, MLC Building, 19 Martin Place, Sydney. Visit [www.importexportshow.com.au](http://www.importexportshow.com.au).**



Time to act: David Thomas