

Doing business in Australia

A comprehensive guide for Indian ICT companies looking to set up business, expand their operations or explore the market in Australia.

A collaborative white paper compiled by



Consulate General of India
Sydney



Business Advisory & Industry Development
Investment & Export Services
NSW Trade & Investment

As an information technology company, expanding to the overseas market can be a challenging task. Like most other countries, setting up operations in Australia requires information about the market, available opportunities and risk factors that are not always easy to obtain.

In collaboration with the Consul General of India in Sydney, the NSW Department of Trade & Investment and the Victorian Department of Economic Development Jobs, Transport and Resources, NASSCOM Australia has developed a step by step process to guide new businesses in Australia towards exploring, setting up and establishing operations within the Australian ICT marketplace.

About FINDIT / NASSCOM Australia

The Forum of Indian IT companies (FINDIT) is the Australian Chapter of NASSCOM, and is a not-for-profit organisation with members from leading Indian IT companies operating in the ANZ region.

NASSCOM Australia's member companies are primarily in the business of software development, products, services and consultancy; IT-enabled/BPO services; R&D services; KPO, e-commerce, web and engineering services; offshoring; and animation and gaming. The Group works actively with the Australian government to shape policy in key areas like skill development, visas, trade and business services, besides addressing mutual issues and concerns and providing strategic advice through engagement.

NASSCOM Australia believes in accelerating trade development efforts, improving talent supply, strengthening local infrastructure, building partnerships and driving operational excellence.

Exploring the marketplace

First point of contact for companies looking to enter the region
Providing relevant introductions to relevant industry contacts and local suppliers
Coaching and mentorship on market trends
Offering guidance in creating strategic partnerships
Briefing sessions on market do's and don'ts

Entering the marketplace

Access to the wider professional ecosystem
One-on-one briefing sessions on market do's and don'ts
Coaching and mentorship on specific market trends
Consular presence at important corporate and ICT events
Consular briefing on developments in India
Data for business plans, costs and start up information
Advice on state-wide locations that suit the specific needs of a project

Establishing operations

Be the voice of the Indian IT industry with government and other stakeholders on issues of mutual importance
Market intelligence and corporate engagement across various tiers of industry, government and prospective clients
Information on industry trends and practices, as well as corporate, cultural and social indicators
Facilitate dialogues with supporters and other industry organizations such as the

Information on local market: size of economy, growth trends, international trade etc.
Information, training and advice to assist Australian delegations going to India
Providing investment attraction and facilitation services to international companies
Support for development of market entry business cases via information on market potential, existing companies, research and development capabilities, labour market skills and costs
In-market support

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Partners:

- Consul General of India in Sydney
- NSW Department of Trade & Investment
- Victorian Department of Economic Development Jobs, Transport and Resources

Information on industry clusters, local infrastructure, supply of land and cost of real estate
Advice on incentives that may be available/
information on regulation and taxes that affect a project and introductions to relevant authorities by government representatives
Offer a list of service providers used by member companies for immigration, visas, accounting, skilled employment and administration needs
Recruitment: information on local skills and average salary costs, training institutions and introductions to local recruitment firms
Utilities and infrastructure: advice on availability of local infrastructure and introductions to local telecommunications providers, electricity and water utilities and other infrastructure providers
Industry Associations: arrange introductions between investors and relevant industry groups
Support for identification of and introductions to relevant industry contacts and local suppliers
In-market support

Australia India Business Council (AIBC); Australian Information Industry Association (AIIA); Australian Computer Society (ACS); Australia India Institute (AII), among others
Facilitate dialogues with state government bodies, the High Commissioner of India and the Consul General of India
Pre and post briefing sessions for delegates travelling to/from India/Australia
Provide platforms for visitors to interact and network through invitations to industry forums and events
Dissemination of information about NASSCOM companies through Consulate's network of contacts
Facilitation of visas of Australians and other foreigners employed by NASSCOM companies
Facilitate meetings with regulators, industry partners and supply chain networks via state governments
Facilitate and assist with regulatory approval processes via state governments
Introductions to appropriate NSW research and development institutions
trade missions, exhibitions, business matching, networking functions
Assistance with fulfilling property requirements, site identification and planning and regulatory approvals
In-market support
Support in accessing assistance at all levels of government to attract strategic footloose investments to States