

### Who we are

Queensland's modern, vibrant economy is supported by a range of industries, including a diverse services sector, stable governance, and strong population growth.

Trade and Investment Queensland is the Queensland Government's dedicated global business agency, helping Queensland exporters take their products and services to world markets, and promoting Queensland as the perfect place for investment.

We have global representatives in markets around the world, and our regional trade and investment advisors in major centres across Queensland.

### Our vision

Queensland's economy grows and transforms through global trade and investment.

### Our purpose

Enabling global business opportunities that create jobs and help Queensland grow.

### Our strategic opportunities

- > **Post-COVID-19 world:** The ongoing shakeup of global markets due to the coronavirus pandemic will provide new opportunities for innovative and agile businesses in sectors such as health and wellbeing, transport and logistics and professional services.
- > **Asian rebound:** As Asian economies rebound from the economic downturn caused by COVID-19, Queensland businesses are well-placed to be first-movers and capitalise on their resurgence.
- > **The new energy economy:** Increased focus on environmental issues is providing opportunities for the development of clean energy sources, waste management and environmental services.

### Our strategic risks

- > **Global trade impact:** The COVID-19 pandemic will have a long-term impact on global trade and investment flows, increasing the focus on domestic supply, challenging perceptions of globalisation and constraining global supply chains and export markets.
- > **Global economic uncertainty:** Uncertainty in global markets, shifting geopolitical landscapes and growing social and political unrest due to COVID-19 will dampen business confidence, and plans for global expansion and future investment.
- > **Pressure on resources:** High demand for TIQ's services from Queensland businesses and government partners will place pressure on TIQ's resources.

We will respect, protect and promote human rights in our decision-making and actions.

## Trade and Investment Queensland contributes to the following Queensland Government Objectives for the Community

• Supporting jobs •	• Building Queensland • • Backing small business • • Growing our regions •	• Growing our regions •	• Supporting jobs • • Building Queensland • • Growing our regions •
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## Our objectives

Position Queensland globally for success	Grow diversified exports	Promote regional success through global links	Attract and develop talent to grow Queensland	Attract job creating international investment	Deliver an exceptional service from a high performing organisation
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## Our strategies

<b>Extend Queensland's overseas network to grow new markets</b> <ul style="list-style-type: none"> <li>• South-East Asia</li> <li>• India</li> <li>• Germany</li> <li>• New Zealand</li> </ul>	<b>Assist exporters to maintain existing markets and find new markets</b> <ul style="list-style-type: none"> <li>• Support exporters to build capability in e-commerce, access new markets, and secure new trade deals</li> <li>• Diversify Queensland's export market in areas of opportunity</li> <li>• Strengthen engagement with existing key markets</li> </ul>	<b>Expand export sectors, taking advantage of new market trends and Queensland's innovative edge in sectors including:</b> <ul style="list-style-type: none"> <li>• Resources and energy – eg critical minerals, hydrogen, mining equipment, technology and services (METS)</li> <li>• Agriculture and food</li> <li>• Manufacturing</li> <li>• International education and training</li> <li>• Health and technology</li> </ul>	<b>Enhance talent and employability skills</b> <ul style="list-style-type: none"> <li>• Safe and gradual return of international students</li> <li>• Student experience, development, employability and support</li> <li>• Queensland's international education and training industry development and support</li> </ul>	<b>Leverage Queensland's COVID-19 success</b> <ul style="list-style-type: none"> <li>• Create opportunities to enhance Queensland's Global Business Profile</li> <li>• Attract new international investment into Queensland in key regional precincts</li> </ul>	<b>Pivot delivery to help clients</b> <ul style="list-style-type: none"> <li>• Enhance service delivery through deployment of new digital business systems</li> <li>• Improve digital campaign delivery</li> <li>• Improve performance analytics and business intelligence</li> </ul>
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## Our performance measurements

<ul style="list-style-type: none"> <li>• Number of markets serviced by TIQ</li> <li>• Improved digital engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Proportion of clients assisted by TIQ who report at least moderate progress in their international business dealings</li> <li>• Client participation in TIQ diversification programs</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in regional clients assisted</li> <li>• Regional client participation in TIQ programs</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement with industry and students</li> <li>• Client satisfaction with support for industry innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Investment clients satisfied with TIQ services</li> <li>• Number of investment outcomes achieved</li> </ul>	<ul style="list-style-type: none"> <li>• An improvement in Working for Queensland survey data</li> <li>• Delivery against Service Delivery targets</li> </ul>
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