

# Trade and Investment Queensland STRATEGIC PLAN 2024-2028



**Trade and Investment Queensland (TIQ) is the Queensland Government's dedicated global business agency.** We have a presence in 21 locations across 16 countries, in addition to eight locations across Queensland. We lead the *Queensland Trade and Investment Strategy 2022-2032* and the *Queensland International Education and Training Strategy 2022-2027*, and support the Government's economic strategy.

## Our purpose:

**To grow international trade and investment and attract global talent and international students to Queensland**

## Our vision:

**We make global trade and investment possibilities a reality for Queensland**

## Our actions reflect our values:

- > **Ambitious and decisive** – We think big and take action, appropriately embracing risk
- > **Client-focused** – We provide services that exceed expectations
- > **Empower our people** – We devolve decision making, recognising everyone's capabilities
- > **Accountable** – We take responsibility for our actions and decisions and behave ethically

Trade and Investment Queensland will respect, protect, and promote human rights in our decision making and actions

## Acknowledgement of Country

First Nations people are our First Traders too. Trade and Investment Queensland acknowledges their many Nations, their long history of trade, traditions of safe passage and respect for the beauty and riches of the land. We embrace this long history and the present and future contributions of Queensland's First Nations traders to the prosperity of our State.

## Key opportunities and risks:

### Opportunities:

- **Pacific Trade Strategy** – forging stronger links with Queensland's closest neighbours
- **Queensland-India Trade and Investment Strategy** – ensuring Queensland is positioned to capitalise on India's rapid economic development
- **Australia's Southeast Asia Economic Strategy to 2040** – leveraging national initiatives to meet the needs of the region's growing middle class and attract investment
- **Renewable energy** – supporting Queensland's decarbonisation ambitions and intentions to become a leading supplier of clean energy inputs and outputs
- **AI and quantum technology** – educating businesses on the benefits of using new technologies to create efficiencies, automate processes and supplement workforces
- **2032 Olympic and Paralympic Games** – utilising global prominence to build awareness of Queensland's business credentials
- **Skilled Workforce Attraction Office** – contributing to addressing Queensland's skills shortages through a whole-of-government approach to attracting global talent

### Risks:

- **Geopolitics** – exporters may need to explore and diversify into new markets in response to trade protectionism, conflict, and supply chain constraints
- **Environmental and other regulations** – low investor confidence could result from instability and uncertainty in local business conditions
- **Changing federal government immigration and international student policies** – may affect business innovation and growth, and a key services export industry of the state, respectively

## To support our purpose and vision, our priorities are to:

Promote Queensland	Boost exports	Grow investment and jobs	Be a trusted partner
<ul style="list-style-type: none"> <li>• Activate Queensland's global business brand, taking full advantage of the 2032 Brisbane Olympic and Paralympic Games spotlight</li> <li>• Promote Queensland as an international study destination and preferred partner for training and research</li> <li>• Build a team of global allies and alumni to reinforce Queensland's strengths and provide in-market connections</li> <li>• Facilitate inbound and outbound international missions</li> <li>• Represent businesses at industry conferences and events</li> </ul>	<ul style="list-style-type: none"> <li>• Use TIQ's expanded offshore presence to increase business reach</li> <li>• Connect exporters to international opportunities, including procurement for major global events</li> <li>• Educate existing exporters about product demand in new markets and assist with barriers to entry</li> <li>• Prioritise support of services exporters, to diversify total exports from the state</li> <li>• Uplift exporters' capabilities, particularly First Nations businesses</li> <li>• Offer targeted grant programs</li> <li>• Nurture interest in becoming an exporter and support businesses to get export-ready</li> </ul>	<ul style="list-style-type: none"> <li>• Attract global investment to drive Queensland's priority industries and renewable energy transition</li> <li>• Pursue investment from a range of markets and sources</li> <li>• Understand the foreign investment landscape, with respect to competitors</li> <li>• Provide aftercare services to past investors, to maximise the likelihood of reinvestment</li> <li>• Connect Queensland organisations with R&amp;D commercialisation opportunities</li> <li>• Grow Queensland's cohort of investment ready businesses</li> <li>• Attract and retain a skilled workforce to Queensland</li> <li>• Lead a coordinated approach to state sponsored skilled migration</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure TIQ's employees have the capabilities to support Queensland businesses to go global</li> <li>• Improve digital service offerings to allow more businesses to access TIQ support</li> <li>• Provide quality and timely market intelligence and insights to stakeholders</li> <li>• Nominate talent for visas in skill gaps, to help businesses innovate and grow</li> <li>• Collaborate with other agencies and support delivery of other government strategies*</li> <li>• Engage with counterparts in other states and at the federal level, to advocate for Queensland and influence policy in a range of areas</li> </ul>

\*Including, but not limited to: Energy and Jobs Plan, Critical Minerals Strategy, Advanced Manufacturing 10-Year Roadmap, Biofutures 10-Year Roadmap, Resources Recovery Industries 10-Year Roadmap

## We use these metrics to evaluate our success:

<ul style="list-style-type: none"> <li>• Number of export and investment outcomes resulting from missions</li> <li>• Awareness of TIQ and Queensland's business brand</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in the number of export ready businesses, including First Nations</li> <li>• Number and value of export outcomes, including First Nations outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in the number of investment ready businesses</li> <li>• Number and value of investment outcomes</li> <li>• Number of jobs created</li> </ul>	<ul style="list-style-type: none"> <li>• Level of stakeholder satisfaction with policy input</li> <li>• Client satisfaction levels and net promoter score</li> </ul>
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## We support the Queensland Government's objectives for the community:

<b>Good jobs:</b> Good, secure jobs in our traditional and emerging industries	<b>Better services:</b> Deliver even better services right across Queensland	<b>Great lifestyle:</b> Protect and enhance our Queensland lifestyle as we grow
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## How we deliver on these objectives:

<p><b>Supporting jobs:</b> through fostering new trade and investment opportunities in the industries of the future</p>	<p><b>Backing our frontline services:</b> by offering timely and useful assistance to current and prospective clients</p>	<p><b>Growing our regions:</b> supporting regional businesses to export, pursue investment, and attract talent</p>
<p><b>Backing small business:</b> by helping clients to succeed on the global stage, and by attracting and connecting businesses to global talent through the Skilled Workforce Attraction Office</p>	<p><b>Connecting Queensland:</b> by offering trade and investment facilitation and promotion activities via digital platforms</p>	<p><b>Building Queensland:</b> attracting investment to support infrastructure development and business growth</p>
<p><b>Making it for Queensland:</b> through the facilitation of onshore advanced manufacturing across various traditional and emerging industries</p>		<p><b>Honouring and embracing our rich and ancient cultural history:</b> by promoting First Nations businesses internationally</p>
<p><b>Investing in skills:</b> by providing learning and development opportunities for our clients and our people</p>		