

Queensland's trade with Europe

Trade relationship

- Europe is an important market for Queensland exporters, with 7 European countries ranking in Queensland's top 20 merchandise export markets in 2010–11. The European Union (EU) covers 27 member countries with about 500 million residents, representing one of the world's largest markets.
- The EU is also a leading investor in Australia. In 2010, the EU invested \$647 billion, or 35 per cent of all foreign investment into Australia. In the same year, direct investment from the EU totaled \$132 billion, Australia's largest source of foreign direct investment.

Merchandise exports

- Queensland's total merchandise exports to the EU were valued at \$5.8 billion¹ in 2010–11^P, representing 32.7 per cent of Australia's total merchandise exports to the region. This was a growth of 28.4 per cent in the value of merchandise exports from 2009–10.
- Queensland's major merchandise exports to the EU in 2010–11^P were:

Merchandise exports	Value
Coal, coke and briquettes	\$3536 million
Metalliferous ores and metal scraps	\$717 million
Non-ferrous metals	\$249 million
Meat and meat preparations	\$103 million
Miscellaneous manufactured articles	\$71 million

Merchandise imports

- Queensland's total merchandise imports from the EU were valued at \$4 billion¹ in 2010–11^P, representing 32.7 per cent of Australia's total merchandise imports from the region. This was a growth of 28.4 per cent in the value of merchandise imports from 2009–10.
- Queensland's major merchandise imports from the EU in 2010–11^P were:

Merchandise imports	Value
Road vehicles	\$928 million
Specialised industrial machinery	\$482 million
General industrial machinery and equipment	\$358 million
Electrical machinery and apparatus	\$246 million
Power generating machinery and equipment	\$178 million

¹ Australian Bureau of Statistics Foreign Trade unpublished data.

^P Preliminary data.



Services exports

- Services exports from Australia to the EU were valued at \$8.6 billion in 2010, representing 16.2 per cent of Australia's total services exports.

Areas with export potential for Queensland

- Europe is a sophisticated market, with access to high-quality, competitively priced goods and services. Opportunities exist for Queensland exporters that offer a unique product, with a discernable point of difference, at a competitive price.
- Queensland exporters have achieved considerable export success in Europe in:
 - › aviation, aerospace, defence and satellite navigation technology
 - › biotechnology and life sciences
 - › creative industries
 - › education
 - › engineering services
 - › environment and renewable energy (including green building)
 - › food and agribusiness
 - › information and communication technology (ICT)
 - › medical and scientific equipment and technology
 - › mining technologies, services and equipment
 - › sports business.
- The United Kingdom is a natural market for Australian exporters due to similarities in culture, language, legal systems and business environment. These factors contribute to a strong potential for export success.

Queensland's recent successes in Europe—a snapshot

- Trade and Investment Queensland recently supported Queensland companies on an aviation and defence trade mission to Europe incorporating the Paris Air Show in France. Queensland companies met with key organisations and decision-makers in France, Germany and the United Kingdom.



Trade and Investment Queensland has representation in London, which is supported by a Brisbane team of market specialists and a statewide network of regional export advisors.

Email us at tradeinfo@qld.gov.au or phone 3224 4035 to find out more about exporting to Europe.