



# Media Release

Thursday 2 November

## Turning green into gold: local business set to tackle the lucrative Chinese consumer market

### Central Coast cafe owner wins a spot in the 'nbn Glocals Academy'

A local entrepreneur has been announced as a winner of the **nbn** Glocals Academy, which see him upskill on everything from learning how to process overseas payments to finding a purchasing agent before launching his products internationally.

Andrew Cox, based in Terrigal is the founder of Kemu Cafe and has ambitions to sell his plant-based meals to overseas markets while running his business from its local head-office.

He has won a six month one-on-one mentorship program with Chinese business expansion expert, CT Johnson, to gain firsthand advice and training so he can launch his products into the lucrative Chinese market during Chinese New Year in February 2018.

NBN Co opened up submissions for the **nbn** Glocals Academy to local small and medium businesses looking to expand internationally in June this year.

The launch followed the release of new research which revealed almost half (46 per cent) of Australian small and medium businesses are planning to operate in overseas markets this year<sup>1</sup>.

China was identified as the most attractive market for businesses (39 per cent) due to a strong demand for local products.

The research also found the majority (91 per cent) of businesses agreed online technology is a key enabler to overseas expansion with four in five (81 per cent) stating improved technologies such as the **nbn** broadband access network will make the transition easier.

**CT Johnson, Cross Border Management Managing Director said:**

“Chinese New Year offers a huge opportunity for local businesses with Australian retail sales by Chinese tourists estimated to reach between \$750 and \$900M during this period<sup>2</sup>.



**Andrew Cox, Founder of Kemu Cafe**



“The Chinese market is not monolithic as it’s made up of many small niches with varying customer needs, interests and socio-economic groups. For example, vegetarian and veganism has increased to an estimated five per cent of the Chinese population, so there is a huge potential for Kemu Cafe to make it big if they can nail their unique offering.

“Any overseas business expansion inevitably comes with its challenges from language translation to online payment systems. I will work with the winning businesses to set weekly challenges, online mentoring sessions and reading material to make sure they are prepared and set up for success.”

**Amber Dornbusch, Head of nbn Local NSW and ACT said:**

“With more than 20,000 businesses connecting to services over the **nbn** access network each month, we’re seeing businesses from around the country tapping into new overseas opportunities as a result of greater connectivity.

“Whether it’s video conferencing, cloud-based collaboration tools or online marketing, access to fast broadband will enable more local businesses grow their customer base in new markets without having to leave their hometown.”

**nbn Glocals Academy Winner, Andrew Cox, Founder of Kemu Cafe said:**

“With our business now well-established on the Central Coast, we are looking to take our wholefood vegan product concept to a whole new level by selling it overseas.

“The Chinese market represents a fantastic opportunity for us to raise awareness of the planetary benefits of veganism and plant-based living while at the same time tapping into a large international market.

“It’s amazing to think that we can be marketing our products to China while operating on the Central Coast – having the **nbn** access network will enable us to reach global customers at a fraction of the cost and time.”

The rollout of the **nbn** access network is almost complete in the Central Coast with 134,000 homes and businesses across the region now able to connect to the network through their preferred phone or internet provider.

Work to build the network is also underway for an additional 4,100 homes and businesses with construction anticipated to be complete in mid-2018.

For more information about the **nbn** Glocals Academy go to: [www.nbn.com.au/blog/features/glocals.html](http://www.nbn.com.au/blog/features/glocals.html)

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### Notes to editor

- <sup>1</sup>The **nbn** Glocals Report was commissioned by NBN Co and authored by CT Johnson on behalf of Cross Border Management. The report included insights from a survey conducted by Fort 2 Consulting in April 2017 of 506 Australian small and medium sized businesses with less than 1-199 employees across every state and territory.
- <sup>2</sup>Cross Border Management – Golden Dragons: The Spending Habits of Chinese Tourists in Australia, 2016

### Media resources

- Click [here](#) for video, audio and infographics.

### About NBN Co:

- NBN Co is building a new and upgraded, fast wholesale broadband access network to enable communities across Australia to access fast broadband from their phone and internet provider. Our goal is to connect eight million homes and businesses by 2020.
- The rollout of the **nbn** access network sets the scene for one of the biggest transformations to Australia's telecommunications industry involving retail service provider network upgrades and the establishment of a network to provide access to fast broadband to Australians.
- Connecting to the **nbn** access network is not automatic and is a process which may take some time and preparation. NBN Co is working with the phone and internet providers and industry to help them better understand who is responsible for which portions of their internet experience and what steps they can take in order to receive the best possible service.
- The speeds experienced on services over the **nbn** access network are determined by a range of factors such as the technology used to deliver the network as well as some factors outside our control like equipment quality, software, broadband plans, signal reception and how your phone and internet provider designs their network.
- Fast broadband like that delivered via **nbn** access network can provide a range of benefits for Australian businesses such as opportunities to work from home, drive efficiencies and lower operating costs.