

Real estate investment consulting and VIETNAM – AUSTRALIA trade promotion



Sydney Opera House

1. AUSTRALIA REAL ESTATE INVESTMENT CONSULTANCY

Factors that make up the attraction of Australian real estate:

- Potential, stable, and profitable housing market. According to expert Cameron Kusher of the famous newspaper *realestate*, house prices in Australia have a very different feature compared to many countries in the world. That is, house prices will increase by 100% every 7 to 10 years. This rule has been proven over the past 50 years. Specifically, firstly, house prices in Sydney increased sharply, even doubled in 7 to 10 years, then stopped at saturation. After that, other cities like Melbourne, Adelaide, and Brisbane started to grow.

- A peaceful, civilized, developed country, cities regularly rank in the top 10 lists of the most livable cities in the world.
- Regarding the issue for foreigners to invest and do business, the Australian Government not only always opens the door to welcome but also creates the best conditions for immigrants. It is the promulgation of many attractive policies such as permanent ownership of Australian real estate by foreigners, tax reduction, etc. Besides, the law in there is also very clear, transparent, and ensures the interests of the residents both for buyers and sellers.
- In the Australian settlement process, citizens are often required to prove their financial ability. The purpose of this requirement is to ensure citizens are economically viable to live in Australia, not dependent on subsidies and becoming a burden to the nation. Therefore, owning Australian real estate for more than 2 years is a great advantage, creating a premise for applying for settlement as well as Australian citizenship.

Potential cities in Australia:

- ***Gold Coast (Queensland state):*** Referring to the most touristic city in Australia, the Gold Coast cannot be ignored. It is estimated that each year, the Gold Coast attracts millions of domestic and foreign tourists to come here to relax. This has made the economy on the Gold Coast thrive, citizens flocking here to work more and more. And as a result of this, the real estate market skyrocketed.



- ***Adelaide (South Australia state):*** Ranked 3rd in the list of top 10 most livable cities in the world in 2021 voted by the Economist Intelligence Unit, the real estate market in Adelaide has grown

strongly over the years. According to Corelogic's most recent report, the proportion of properties in Adelaide selling for more than their previous selling price in the March 2021 reached 93.6% - a slight increase from the 93.1% recorded in the last three months of 2020, making Adelaide become the most profitable property market in nearly a decade.



- ***Brisbane (Queensland state)***: this is an emerging market, but thanks to the steady growth rate, Brisbane has become a potential investment area. Up to now, property values in Brisbane have increased by 5%. Australia's Westpac Bank in its Property Forecast earlier in 2021 reported Brisbane property prices will increase by 20% between 2022 and 2023. At this rate, Brisbane is a worthy place for investors to consider.



2. VIETNAM - AUSTRALIA TRADE PROMOTION

The head of the Vietnam Trade Office in Australia said that, Vietnam is currently a country with a very high level of economic integration when it has signed 17 free trade agreements (FTAs) and economic cooperation frameworks trade with many countries and leading economic centers in the world. Australian businesses investing in Vietnam not only have the opportunity to access a market with nearly 100 million people but also export their products to many parts of the world.

Many Australian businesses choose Vietnam as an investment destination, replacing some traditional markets in the context of the Covid-19 pandemic that requires supply chain diversification. David John Whitehead, Vice President of the Australian Chamber of Commerce in Vietnam (AusCham), said many Australian businesses are being negatively impacted by Covid-19. They are struggling to survive and have to restructure to become leaner, more focused, and consider diversifying their supply chains, especially in Asia. Mr. Whitehead said that Vietnam has been, is, and will be an attractive investment destination for Australian companies. In 2017, within the framework of the 2017 APEC Summit, Australia and Vietnam announced the elevation of their bilateral relationship to a Strategic Partnership. It is an important basis for many Australian businesses, especially those with strong financial resources, smart management, and advanced technology support, to take advantage of and promote trade and investment activities in Vietnam. *“We will see many new businesses from Australia appear in the Vietnamese market, not only adding to the global value chain but also providing high-tech services in the fields of electronics and technology, especially in education and services”*, a representative of AusCham acknowledged.

To connect Vietnamese and Australian businesses in Vietnam, with a large network of business partners, Impact acts as a bridge to help businesses meet and open up opportunities for cooperation through trade seminars between Vietnam and Australia. In the coming period, we will focus on the food – wine – agriculture sector, which is the industry with the largest export turnover in South Australia. Some of the key products include:

- **Wine:** South Australia is known as the wine capital of Australia and is a member of the global network of major cities for fine wine, with 11 world-renowned wine regions such as Bordeaux and Napa Valley. With more than 80% of premium wine produced in the state of South Australia and 18 stunning wine regions, South Australia employs a workforce of 3,250 viticulturists, 680 cellars, and many of them are located near the state capital, Adelaide. Australia's most prestigious wineries also come from the state, including Penfolds, Hardys, Jacob's Creek, Wolf Blass.
- **Meat and Livestock:** South Australia produces approximately 560,000 tonnes of meat and more than 55 million kg of wool annually. Lamb production is the largest meat and livestock industry in South Australia, followed by beef, pork, and chicken. The state is also Australia's largest exporter of kangaroo meat.

Nitrogen Fertilizer (In- Organic)

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