


The Australian Trade Commission (Austrade) is set to reduce its operations in North America and Europe, with plans to strengthen local representation in Latin Ameica, Asia and Africa. 

Austrade has released its latest 'Maximising our Value' Reform 2011 report, with plans to support its well-established operations with a greater reliance on partners, referrals and online information.

"The closure of several small posts in North America and Europe, the reduction of some staff primarily in North America and Europe as well as a rationalisation and redirection of effort in Australia will release resources to strengthen Austrade's trade and investment representation in growth and emerging markets with high commercial potential," the report said.

"This is important as Austrade's limited resources are currently thinly spread or absent from a number of locations where it could clearly add value. These markets will have a strong focus on trade development, the marketing of international education and, increasingly, over time, on investment.

"The opening of new Austrade representation in Mongolia was announced in February 2011. As resources are available, Austrade will move to also establish or strengthen our Australian based and local representation in Latin America, Africa, Central Asia and western China."

Photo: Austrade

[www.freshfruitportal.com](http://www.freshfruitportal.com)