



Queensland–India Trade and Investment Strategy 2023–2027

Queensland Trade and Investment Strategy 2022–2032

The \$150 million 10 year strategy focuses on promoting Queensland, boosting exports, growing investment and jobs and leveraging opportunities aligned with Brisbane 2032.

The relationship between Queensland and India is built on a solid foundation of economic and institutional linkages, people-to-people ties and a shared vision for a stable and prosperous Indo-Pacific.

The *Queensland-India Trade and Investment Strategy 2023–2027* has been developed with extensive consultation to create jobs, growth and opportunities both in Queensland and in India.

The India opportunity

India is moving at a remarkable pace, buoyed by development, demographics and a desire to play a more significant role in the global economy.

Key enablers of long-term economic growth are rapidly developing. Urbanisation, digitisation, electrification and the integration of renewable energy will provide the backbone for growth for decades ahead.

An expansion of the middle class will drive demand for education and training, high quality food and agricultural exports. India's National Education Policy targets provide opportunities for vocational and higher education.

Indian companies, particularly SMEs, will look to Queensland's resources, energy, equipment, technology, services and investment.

Queensland's Indian diaspora has grown to over 90,000, making it the third largest Indian diaspora in the country and the second largest non-European diaspora in the State.



World's **third largest economy** by 2030



World's most populous country in 2023: **1.43 billion**



India will add more than **AUD 580 billion** to its GDP each year up to 2032



Middle income households in 2030: **140 million**



Digital payments in 2021: **48.6 billion**



Ambitions to increase ratio in higher education from **27% to 50%** in 2035 and **half of all students** exposed to vocational education by 2025

Strategic priorities

Queensland's opportunity with India is clear. However, consultations with key Queensland stakeholders identified a range of challenges that have affected the trade and investment relationship. In discussing how to address these challenges, four strategic priorities emerged:

1 Grow Queensland's presence and profile

India is a highly competitive market where relationships are crucial to success. The Queensland Government will lead the way by invigorating ties with states that offer potential for the target sectors under this strategy, expanding its physical presence beyond Bengaluru, and linking this to profile-raising activities.

2 Foster relationships and connections

The Queensland Government will seek to establish direct flights between Brisbane and key Indian cities to benefit all target sectors and further strengthen the people to people links that underpin economic engagement.

Developing partnerships between education and training providers and Indian industry will attract Indian students seeking better post-study career outcomes and create research and commercialisation opportunities for businesses in target sectors.

3 Develop India business capability

Supporting Queensland businesses to build market and sectoral insights, connections, cultural competency and business practicalities – will improve the ability of Queensland businesses to enter and succeed in the Indian market.

Queensland's Indian diaspora is a crucial asset for building capability as it is a connected and multilingual community whose members can generate awareness, provide advice and foster new connections that will support trade and investment.

4 Invest for growth

Growing trade and investment will require a comprehensive approach to creating awareness, uplifting capability and supporting business activity, enabling Queensland businesses to become India ready and export ready.

Queensland needs to position itself for opportunities that will drive jobs and growth, requiring a dedicated investment attraction program comprising in market representation and Queensland based deal facilitation capability.

Engagement challenges

The scale of the Indian opportunity is immense, but the market is as complex as it is dynamic. Hype and hyperbole often cloud the real challenges of doing business in emerging markets. India is no exception.

Challenges for Queensland businesses engaging India include:

- ➔ Building a profile
- ➔ Understanding the business culture
- ➔ Appreciating market complexity
- ➔ Managing competition and facilitating connections

AI-ECTA – Benefits for Queensland businesses

As Queensland's second largest export market, eliminating barriers to the Indian market will have a significant positive impact on outbound trade. The Australia-India Economic Cooperation and Trade Agreement (AI-ECTA) is an interim agreement that entered into force in December 2022.

Goods exports

AI-ECTA gives Australian goods exporters preferential access to the Indian market. It will eliminate tariffs on more than 85 percent of Australia's current goods exports, many from key Queensland export sectors.

Services exports

India is Australia's third largest services export market. Particularly in higher education, adult education, research and development leading to post study work visa opportunities. Along with full or partial access to over 85 service sectors and sub sectors, AI-ECTA will provide Queensland service providers with binding market access in line with current commitments.

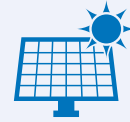
The Queensland–India Partnership

While the India opportunity is broad, Queensland will need to be targeted in its efforts if it is to achieve trade and investment success. Resources will remain central to the partnership over the medium term. But new opportunities are emerging in areas where India’s development path, and Queensland’s strengths, converge.

Focusing on these sectors will maximise the chances of driving growth in the economic relationship.

New Energy

Currently the world’s third largest energy consumer, India will record the strongest growth in energy demand of any country over the next two decades. Energy demand is forecast to increase 35% by 2030. While thermal coal will remain India’s primary power source for the next twenty years its share in the energy mix is steadily declining as renewables rollout. This transformation presents opportunities aligned with Queensland’s ambitious renewable energy targets.



Energy demand forecast to increase in 2030 by:
35%

2x

Energy use has doubled since 2000



Increase mineral production in 2026 by:

200%

National Mineral Policy (2019) goal (non-fuel and non-coal minerals)

Mineral production in 2022:
A\$36B

Mineral production in 2018:
A\$25B

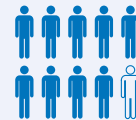


Mining and METS

India will soon overtake China as the second largest consumer of metallurgical coal, reaching an estimated 214 million tonnes by the end of the decade. India’s urbanisation and industrial development will drive demand for resources over the next two decades. The path to decarbonisation will increase its critical minerals imports and the modernisation of India’s mining sector will require new equipment, technology and services.

International Education and Training

India’s skills reform agenda aims to dramatically increase participation in higher and vocational education, but demand will exceed domestic supply if the government’s ambitious enrolment targets are met. These trends present opportunities for primary, secondary and tertiary providers to pursue onshore, offshore and blended program delivery. India aims to be in the top five countries for research output by 2030 – interests include new energy, mining & METS, agriculture, biomedical science and health.



25.7M

More 18-year-olds in India than population of Australia (25.4 million)

Number of Higher Education Institutions (HEIs) in India 2020-21:

44,909

(1,112 universities; 43,796 colleges)



Value of bio-economy (2021):
A\$116B

Forecast value (2030):
A\$435B



Biomedical Sciences and Health

The value of India’s bio-economy forecast to grow from AUD 116 billion (2021) to AUD 435 billion (2030). India’s biomedical sciences and health sectors are growing rapidly due to population growth, urbanisation, rising incomes and uptake of health insurance. Trade in biomedical products and services will increase as India’s sectoral reforms gather pace. Tariffs on medical devices will be reduced under AI-ECTA, giving Queensland manufacturers market advantage over the next ten years and opportunities for joint production.



500 API producers
8% of the worldwide API market

Enabling and Innovative Technology

India is the number one country in volume of digital payments: 203 million payments per day. India's efforts to develop advanced manufacturing and create high-skilled jobs will drive demand for enabling and innovative technologies. India's startup and innovation ecosystems are among the world's most dynamic. Queensland's collaborative tech ecosystem, worldclass institutions and advanced R&D capabilities can attract Indian industry to invest in Queensland's development and deployment of innovative technologies, including Software as a Service (SaaS), artificial intelligence, robotics, drones and quantum technologies.



Number one country in volume of digital payments

Patents granted in 2022:
30,074

Patents granted in 2015:
5,978



4.2M

Acres of land needs to be irrigated to improve agricultural productivity



Food and Agribusiness

India is seeking to dramatically increase agricultural productivity through agribusiness technologies and services, including enhanced irrigation, faster seed replacement and precision agriculture. Queensland is well placed to meet demand for food and agriculture products, particularly pulses, fruits and vegetables, noting that various export protocols will need to be investigated.



23%

Demand for dairy is projected to increase from 138M tonnes in 2020 to 170m tonnes by 2030

Tourism, Screen and Sport

India will continue to be a major contributor to Queensland's AUD 23 billion (2022) tourism industry. The resumption of international travel and the strength of the Indian economy will drive visitor numbers over the medium to long-term, generating jobs and revenue across the State.

There is opportunity for Queensland to engage with the Indian screen industry to attract international productions to Queensland, improving awareness of Queensland with Indian visitors, students, businesses and investors.

Supporting India's sport agenda enables Queensland to play a leading role in strengthening partnerships, elevating our profile in India, generating business connections and attracting investment for Queensland.

Total spend of Indian tourists in Australia (2019):

A\$1.7B

Forecast average spend per trip

A\$4,933



Overseas Indian travellers in (2009):

27M

Forecast overseas Indian travellers (2035):

70M

By 2027, the sports sector in India (comprising media rights, apparel, sports nutrition, sports equipment) could be valued at:

\$100B



For further information on trade and investment opportunities, contact Trade and Investment Queensland.

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Queensland–India Trade and Investment Strategy 2023–2027

Initiatives

#	Initiative	Detail
Priority 1 Grow Queensland’s presence and profile		
1	Enhance Queensland’s presence and profile to grow connections and create opportunities	<p>Queensland will build on the excellent services provided by its office in Bengaluru by expanding its physical presence, opening an office in Mumbai. Significant expansion of the staffing profile will enhance Queensland’s profile in target sectors.</p> <p>Launch pad facilities will allow representatives from target sectors to visit India frequently and showcase their offerings and access temporary workspaces.</p> <p>These facilities will also be used to host events that will build awareness and connections in target sectors and will be coupled with a sophisticated multi-channel marketing campaign that builds Queensland’s profile.</p>
2	Forge Government ties with key states to create commercial opportunities	<p>States have significant power in India and forging political ties through MoUs and ministerial engagement will open new doors. Ministers could take small, high quality business delegations on their visits.</p> <p>Queensland will focus on states that align with the target sectors identified in this strategy such as Telangana (Brisbane sister city with Hyderabad, METS, education), Tamil Nadu (agribusiness, education) Maharashtra (education, agribusiness, new energy), West Bengal (METS) and Karnataka (education, agribusiness, medtech).</p> <p>A maximum of two states will be targeted to avoid focus and effort being diluted.</p>
3	Profile Queensland through proactive marketing, showcase events and engagement initiatives	<p>Seek opportunities to highlight Queensland in India through proactive marketing and participation in targeted showcase events. A focus on Queensland locations, sector strengths and opportunities for students will drive interest in trade, tourism, education and training, and international investment.</p>
Priority 2 Foster relationships and connections		
4	Build enduring connections	<p>Other countries are competing for India’s attention, so Queensland needs to send a powerful signal of its intent to build an enduring and beneficial partnership. Annual trade missions will include highly targeted business delegations, and influential leaders in the Queensland-India relationship.</p>
5	Enhance aviation links to boost people movement	<p>Work with Indian counterparts to establish direct flights that will facilitate easier two-way business, tourism, and student travel.</p>
6	Build links between Indian industry and the education and training sector	<p>The strength of the education relationship can be used to create opportunities for other target sectors. The Queensland Government will support education and training institutions to expand their research and learning partnerships with Indian industry. This will highlight that R&D is focused on issues of high priority for Indian industry, creating greater commercialisation opportunities. It will also improve student recruitment outcomes through post-study work options for Indian students, whether they study in Queensland, in India or through hybrid delivery. As these graduates enter major Indian companies they become powerful advocates for Queensland’s education sector.</p>
7	Leverage connections through sport	<p>Leverage Brisbane 2032 Olympic and Paralympic Games to showcase Queensland’s capability in urban design and sport technology in India. Connect Queensland sporting associations and businesses to realise the potential of the Indian market, including the growing engagement of women in sport. Engage high-profile sporting personalities to promote Queensland, through targeted business events, trade missions and sports diplomacy initiatives.</p>
Priority 3 Develop India business capability		
8	Establish an advisory network to support Queensland businesses	<p>For small and medium businesses in particular, it is often unclear where they should seek specialist advice and support for doing business in India. An online directory of reputable Queensland and India-based service providers that businesses can search will be developed. The network will cover accounting, legal, banking, intellectual property, recruiting, business operations, public relations, bilateral connections and more.</p>

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Initiatives cont.

#	Initiative	Detail
9	Appoint Champions in target sectors to lead the way	<p>Queensland businesses need to see examples of successful businesses leading the way in India. Business Champions will be appointed in the priority sectors to:</p> <ul style="list-style-type: none"> • promote India to businesses in their sector at relevant events and forums • provide advice and connections to other businesses • support missions and other formal delegations to India
10	Mobilise diaspora to enable trade and investment	<p>The knowledge base and connectivity of the Indian diaspora in Queensland is a valuable connection for government and business to understand and navigate the trade and investment ecosystem in India.</p> <ul style="list-style-type: none"> • promote events that raise the profile of the diaspora community • create a friends of Queensland network • explore the linkages the diaspora including migrants and international students can open up within Indian trade and investment
Priority 4 Invest for growth		
11	Launch a flagship India Growth Program to help businesses succeed in India	<p>This flagship program provides multi-year support to businesses in target sectors wishing to grow in India. Its components include:</p> <ul style="list-style-type: none"> • developing greater interest among Queensland businesses through targeted awareness raising in priority sectors • development of India capability for program participants so they are ready for the complexity and challenges of the Indian market (India ready) • development of export capabilities so businesses are able to take their product or service offshore (export ready) • a competitive program for businesses seeking co-investment over multiple years to grow trade and investment • support to attend trade shows and participate in trade missions after completing India ready and export ready training • enable a focus on growing linkages for industry and international research partnerships • peer support communities so businesses can learn from each other • support in the due diligence process of partner identification and assessment, to navigate (particularly) the complex and large SME sector in India • use of in market shared space while businesses are getting established. <p>To support this work, a developing markets team in Queensland will create awareness among businesses and support them on their journey, increasing the flow of Queensland companies looking to India.</p>
12	Empower scale-ups to grow new areas of trade and investment	<p>Queensland has world class scale-ups offering products and services in priority sectors for India. While these businesses have huge potential, they are less mature in their development so require tailored support.</p> <p>A program will be delivered that supports scale-ups to grow into India, including an accelerator program and landing pad in Bengaluru. Queensland will also support Indian scale-ups to enter the state through a landing pad in Brisbane.</p>
13	Investment attraction program to create jobs and growth	<p>India outbound investment is growing at the same time as Queensland needs investment across a range of sectors, including new energy.</p> <p>A dedicated program will attract a new generation of India investment, including creating an investment team in India to source investment leads, coupled with supporting sectoral teams in Queensland to facilitate deals in target sectors.</p> <p>This work should be complemented by a study on the direct and indirect benefits of outbound investment and required capability to facilitate such investment.</p>
14	Explore strategic investment	<p>Reforms to India's investment framework have created a more attractive environment for foreign investors. A significant investment by QIC or other investors could generate returns for Queenslanders and would also put Queensland on the radar in India.</p> <p>The Queensland Government will focus on a global talent campaign.</p>