

Trade and Investment Queensland

STRATEGIC PLAN 2025–2029



Queensland is a trading state. Exports account for over a quarter of the Queensland’s Gross State Product (GSP), and support one in five jobs.

Trade and Investment Queensland (TIQ) is the Queensland Government’s dedicated global business agency, supporting the economic security of the state. We have a presence in 18 markets, across 27 locations internationally, in addition to eight locations across Queensland. We lead the *Queensland Trade and Investment Strategy 2022-2032* and the *Queensland International Education and Training Strategy 2022-2027*.

Our purpose:
To grow international trade and investment and attract global talent and international students to Queensland

Our vision:
We make global trade and investment possibilities a reality for Queensland

Our actions reflect our values:

> **Ambitious and decisive**
We think big and take action, embracing risk

> **Client-focused**
We provide services that exceed expectations

> **Empower our people**
We devolve decision making, recognising everyone’s capabilities

> **Accountable**
We take responsibility for our actions and decisions and behave ethically

Trade and Investment Queensland will respect, protect, and promote human rights in our decision making and actions.

Acknowledgement of Country
First Nations people are our First Traders too. Trade and Investment Queensland acknowledges their many Nations, their long history of trade, traditions of safe passage and respect for the beauty and riches of the land. We embrace this long history and the present and future contributions of Queensland’s First Nations traders to the prosperity of our State.

To support our purpose and vision, our priorities are to:

Promote Queensland	Boost exports	Grow investment and jobs	Be a trusted partner
<ul style="list-style-type: none">Strengthen Queensland’s international profile as a place to study, live and workActivate Queensland’s global business brand, to drive trade and investmentNurture relationships with existing and emerging trading partners through ministerial and business missions, and trade shows and events	<ul style="list-style-type: none">Connect businesses in traditional and emerging industries to diversified and sustainable international opportunitiesInform existing exporters about product demand in new markets and assist with accessing these marketsNurture interest in becoming an exporter and support businesses in becoming export-ready	<ul style="list-style-type: none">Attract global investment for energy infrastructure, tourism infrastructure, and research and development, and to facilitate expansion of the state’s small, family-owned and medium-sized businessesLead a coordinated approach to state sponsored skilled migration, targeted to priority industriesConnect Queensland businesses and prospective investors with international students, graduates and skilled migrants	<ul style="list-style-type: none">Grow TIQ’s digital service offerings to allow more businesses to access TIQ supportProvide quality and timely market intelligence and insights to clients and other stakeholdersCollaborate with other agencies and support delivery of cross-government strategiesAdvocate for Queensland in a range of federal forums

Key opportunities and risks:

- Shifting geopolitics** – product and market diversification will be critical to navigate an uncertain global environment and leverage opportunities
- Turbulent global economy** – a slowing global economy together with increased trade protectionism in some markets underlines the need for agility to pivot towards new opportunities
- Balancing energy security and net zero ambitions** – there is an ongoing role for traditional resources on the road towards a sustainable, reliable and affordable global energy mix
- Supply chain disruptions** – post-pandemic, freight costs and availability continue to be challenges, requiring contingency planning and innovative solutions
- Changing federal government policies** – assisting international education and training providers to adapt to new policies, to protect the state’s biggest services export sector

We use these metrics to evaluate our success:

<ul style="list-style-type: none">Number reached through digital channels (paid and organic)	<ul style="list-style-type: none">Number and value of export outcomesNumber of deals facilitated for first-time exportersNumber of deals facilitated for a business commencing exports to a new market	<ul style="list-style-type: none">Number and value of investment outcomesNumber of jobs created through investmentPercent of skilled visa quota nominated	<ul style="list-style-type: none">Client satisfaction levels and net promoter scoreLevel of stakeholder satisfaction with advice and support
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We support the Queensland Government’s objectives for the community:

A better lifestyle through a stronger economy	A plan for Queensland’s future
Contributing to <i>A better lifestyle through a stronger economy</i> through strengthening trading relationships, promoting existing and emerging industries in international markets, supporting small and family businesses, and growing regional exports.	Contributing to <i>A plan for Queensland’s future</i> through leveraging the Brisbane 2032 Olympic and Paralympic Games to promote the state’s business credentials and drive trade and investment