

About our Virtual Trade Missions

At Global Victoria, we're continually looking for new and innovative ways to help Victorian businesses become more globally connected.

Our trade mission program plays an important role in supporting Victorian businesses to expand their potential in international markets and increase their exports.

As part of the Victorian Government's \$15.7million Export Recovery Package, we'll be delivering a suite of Virtual Trade Missions (VTMs) in 2020/21. The program aims to connect businesses to global opportunities and help them conduct their international business across digital platforms.

The VTM program builds on our comprehensive suite of initiatives and global network of 23 Victorian Government Trade and Investment (VGTI) offices.

Based on individual requirements, eligible Victorian businesses taking part in the VTM program may have access to the following trade mission components:

business matching and one-to-one introductions

engaging virtual networking events

virtual exhibitions, panel sessions, group briefings, market insights and other trade mission content

in-market experiences for international delegates – showcasing Victorian products in markets where coronavirus (COVID-19) restrictions allow

virtual presenting and pitch training

marketing collateral creation including video content.

Key sectors of focus

Developed in partnership with industry partners or as stand-alone tailored programs around existing events and global trade shows, the key sectors of focus for the VTM program include:

health, medical technologies and pharmaceuticals

technology

defence and advanced manufacturing

professional services

international education and education technology (EdTech)



sport

wellness, beauty and lifestyle brands.

An important notice for Victorian food and beverage businesses

Food and Beverage programs for 2020/2021 are being developed with Industry partners and details will be shared as soon as they come to hand.

Eligibility

How do I apply?

Our other initiatives to help your business go global