

2015 ACBA Winner MadePartners Limited Continues to Build a Bright Future in China

MadePartners Limited, Managers of Capital Expenditure and Procurement, won the AustCham Westpac ACBA Business Excellence Award for Start-Up Enterprises in 2015.

Austcham Shanghai had a chat with Paul Belcher, CEO and Project Engagement Manager to see where they are one year down the track.



In the past year since winning the award how has your business changed, if at all

Whilst the size of the business is much the same, the mix of business is changing as per our strategy for diversification and future growth. For example, we have spent more effort developing the rail passenger car business. This move is subject to government spending on infrastructure to offset the bulk commodity wagon business which is in turn subject to the mining industry and commodity prices. We are also putting more focus on offering a greater range of services to the SME segment.

Has the ACBA 2015 Business Excellence Award for Start-up Enterprises helped or changed your business? If so how?

The award has provided greater recognition amongst our peers and clients, which has increased our confidence as a young business.

When you look back at the [economic or broader] challenges facing MadePartners Limited in 2015, how are they different to the challenges you are now facing in 2016?

The mining industry is continuing to reduce capex as a result of falling commodity prices and focussing on other markets to keep the business strong is becoming an integral part of the business strategy. We also note that the Chinese manufacturers are improving their focus on quality and our service offering is changing accordingly.

The introduction of CHAFTA is set to make significant changes to trade between Australia and China over the next few years. What do you think will be the most significant change for your business?

Whilst this is more about Australia exporting to China rather than Australia buying from China, there are impacts to our business such as increased infrastructure to cope with exports. The purchase of rail wagons from China by Fletchers is a good example.

What advice, if any, would you have for a business looking to enter the Chinese market in 2016?

China is a big market and this must be considered for any business serious about expansion planning. China is still a complex place to do business so do your research and work with people that have appropriate experience and reputation. For companies importing from China, it is important to develop a procurement strategy especially for offshore manufacturing.

