

Thursday 10<sup>th</sup> April 2014

**Chinese investment demystified**  
**Minister launches KPMG – University of Sydney website**

The first interactive online resource designed to dispel the myths surrounding Chinese investment in Australia and inform debate on the issue has been launched in Shanghai today by the Commonwealth Minister for Trade and Investment, the Hon Andrew Robb MP.

The *Demystifying Chinese Investment in Australia* website ([www.demystifyingchina.com.au](http://www.demystifyingchina.com.au)) was developed by KPMG and The University of Sydney Business School and China Studies Centre, with funding from the Australia-China Council. The online platform is based on the partnership's expanding business report series by the same name.

"This online resource increases knowledge about Chinese investment in Australia and will help inform public debate," Mr Robb said.

The web-based animated infographic displays Chinese Outbound Direct Investment (ODI) in Australia, allowing analysis of historical Chinese investment according to year, industry, geography, size of deal and investor type.

"The Australia-China Council is pleased to support this KPMG-University of Sydney initiative," said the Hon Warwick Smith AM, Chairman of the Australia-China Council. "It is one of the key practical initiatives by the Australia-China Council in support of the Government's economic diplomacy agenda."

"We believe this resource contains the most up-to-date information on Chinese outbound direct investment in Australia," added The University of Sydney Business School's Professor of Chinese Business and Management, Hans Hendrischke. "We use it as an analytical tool to forecast trends and identify incentives and obstacles for closer investment cooperation."

The seventh and most recent *Demystifying* report, published last month by KPMG and The University of Sydney, showed a total of 182 deals in Australia worth an accumulated USD58, 825 million by Chinese enterprises in Australia during the period of the report's review, September 2006 to December 2013.

"2013 was a turning point with the Chinese investment profile in Australia evolving and diversifying away from a reliance on mining and gas," said Doug Ferguson, Head of KPMG's Asia Business Practice in Australia.

“We experienced a shift towards new areas such as power transmission and a larger number of medium sized deals in real estate and with more activity from private Chinese investors.”

### **How to Access the New Website**

*Demystifying Chinese Investment in Australia* – the interactive animated database and full suite of reports – is now publicly available at [www.demystifyingchina.com.au](http://www.demystifyingchina.com.au)

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