



# **BUSINESS OPPORTUNITIES IN GUAM**

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# Presenter Background

- Lived in Guam almost 7 years
- Managed tourist dinner-cruise operation, largest of its type in market
- Also was Consultant to Austrade 4 years then became Austrade Trade Commissioner, Manila covering Guam and Micronesia for 3.5 years



# WHAT IS “GUAM”

- U.S. Territory (not a state like Hawaii)
- Part of region known generically as “Micronesia,” US dollar is universal
- 4.5 hours direct flight north of Cairns
- Current Population: Approx 175,000
- Indigenous population are “Chamorro”
- Very multi-cultural, large Filipino population
- Small: 48kms X 13kms, 549 sq kms



# Guam & Micronesia



# Why Guam is attractive for business:

- **Business friendly Government**
- **US Rule of Law**
- **Easy access from North Queensland**
- **Incentives for major investment**
- **English is main language**
- **Physical safety not a major issue**
- **Guam business culture suits North Queensland business culture**
- **Guam is base to capture rest of Micronesia**
- **Nice place to do business!**

# Guam Economy

- **GDP: US\$ 2.5 Billion**
- **Main private sector industry is tourism (60%), mainly Japanese (85%)**
- **Other major markets are Korea, China/HK**
- **US mainland not a major market currently though this could change later**
- **Other main income source is GovGuam/Military (30%)**
- **Economy is subdued currently, GovGuam short of funding**

# The Military Build-up

- **Why is it happening?: Okinawa**
- **When?: Happening Now**
- **Expected numbers over 5-7 years:**
- **US\$ 10.3 Billion (Japan Contribution: \$6.1 Billion)**
- **Personnel build-up: 8,000 plus families increase population 25,000+**
- **Water and wastewater, health facilities, ports, airfields, general infrastructure**

# The Military Build-up

Update: “Inside the Fence”

- 7 MACC's (JV's) approved by US Military
- Mamizu: Japanese involvement
- Also new hospital, ABM base, cold-iron support for nuclear vessels, sub base, carrier base
- Programmatic agreement signed (\$1 Bn)
- NAVFACS are project managers



# Business Opportunities (Part 1) ("Outside the fence")

- Technical Services: engineering, marine repairs and supplies/equipment, air-conditioning/refrigeration, energy/water, energy-efficiency consulting (DSM, renewables)
- Green building and design in earthquake and cyclonic conditions
- Architectural and landscape architecture services
- Niche construction services

# Supply of Physical Products

## Goods

- Processed food including dairy
- Seafood/Meat (from US approved abattoir)
- Hotel supplies and equipment
- Souvenirs and food products for tourists (“Omiyagi”) packaged with Guam theme
- Hardware (Indent)



# Market Access

- Easier to partner with local organisation
- Potential partners:
  - Education & Training:  
Guam Contractors Association (Trades Academy),  
Guam Hotel and Restaurant Association, Guam  
Community College, University of Guam
  - Building & Construction:  
Architects, Engineers, Construction Companies,  
Specifiers/Advisors to construction and  
vegetation.
  - Food:  
Wholesalers



## Names You Will See

- *Hotels: Hilton, Hyatt, Outrigger, Nikko, Westin, Marriot*
- *Planet Hollywood*
- *Hard Rock Café*
- *TGI Fridays*
- *Tony Roma's*
- *Outback Steakhouse*

## Other Aussies there

- **ANZ Bank**
- **Smithbridge Constructions**
- **Leighton Construction**
- **Smaller niche firms**

# Images of Guam





## **Trade Mission to Guam**

**Date: April 11-14, 2011**

  
**Option to stay longer:  
Next direct flight to Cairns departs  
Guam, 17 April 2011**

**Cost:**

**Members: \$1990**

**Non-members: \$2190**



## Trade Mission to Guam

### Inclusions:

- Pre-departure briefing on business culture
- Targeted appointment programme customised to your business
- Inclusion in mission directory
- Accompaniment to appointments where possible
- Business Networking function
- Concessional group hotel rate at Hyatt
- On-ground assistance





**More information and to register:**

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