

# EXPORT

DYNAMIC

OFFICIAL JOURNAL OF THE AUSTRALIAN INSTITUTE OF EXPORT

MAY 2010

## MIND YOUR MONEY

Foreign exchange risk and  
the rising Aussie dollar

## South for the winter

Why all eyes should soon  
turn to South Africa

## ALL'S FAIR

China honours Australia

# FASHION IN THE FAST LANE

Australian designers  
from the catwalks  
to the boardwalks



Australian  
Institute  
of Export

**PATENT PLANET** WHAT THE PATENT COOPERATION TREATY MEANS FOR YOU