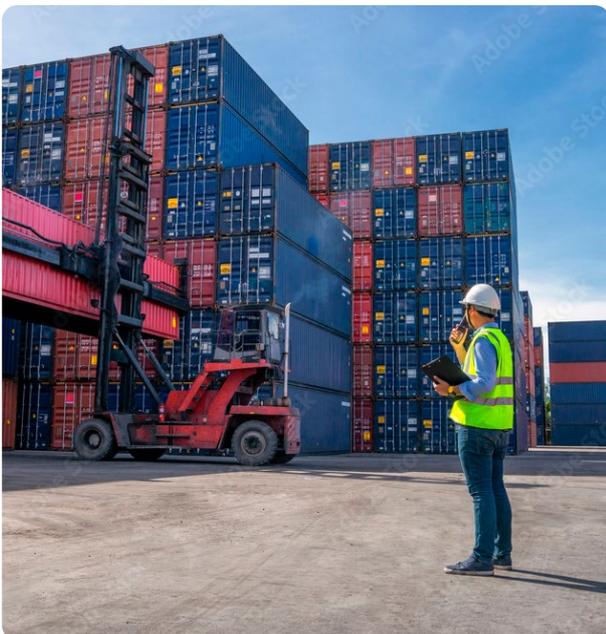


Bankable insights

How Australian businesses can navigate global disruption.

On 18 February, just days before the US Supreme Court declared many of the Trump administration's tariffs to be unlawful, ANZ empanelled a group of experts to unpack the findings of the latest Australian Chamber of Commerce and Industry (ACCI) National Trade Survey.



As ACCI CEO Andrew McKellar noted in his opening remarks, the report lands at a crucial time for global trade when businesses are navigating persistent supply chain issues, rapid technological change, heightened geopolitical uncertainty and evolving regulatory environments.

Conducted between 30 September and 4 November 2025, the study highlights the immediate sentiment following the implementation of new US tariff policies in August and the subsequent pivot in trade flows.

This year's survey shows that diversification and risk mitigation are increasingly business-as-usual considerations for Australians trading internationally.



Here is a snapshot of the main takeaways and what they mean for Australian businesses.

Key insights

The threat landscape

Businesses should not expect a return to certainty in the trading environment in the near or medium term.

ANZ’s Head of Geopolitical Risk Cameron Mitchell told the webinar that the threat landscape has evolved into specific contests and corridors. ANZ analyses geopolitical risks through a framework of “contests” and “corridors”, which highlight how these risks are transmitted to the commercial sector, for instance via sector-specific tariffs and investment screening.

Trade opportunities

Trade opportunities exist, but it is important for businesses to do their due diligence and factor in the dynamics of their markets and geopolitical and geoeconomic factors when making decisions.



The current environment

The current environment favours businesses that can rapidly adapt their operating models to be more resilient and agile to market developments.

Popular market for Australian businesses

Australian businesses are finding opportunities in international markets, with trade diversification coming through as a key theme in the 2025 National Trade Survey data.

China	01
Singapore	02
USA	03
NZ	04
Malaysia	05

China has reclaimed its position as the market most export and import respondents to the National Trade Survey are trading with, while the US has fallen from first to third place. Singapore takes the second spot with New Zealand and Malaysia in fourth and fifth places respectively.

India remains the top market respondents are exploring for future trade opportunities, as diversification becomes a clear response strategy. Vietnam and Indonesia are also seen to offer opportunities.

2025 ↑ 69 economies

2024 45 economies

The 2025 survey saw 69 economies identified as other trade partners, which was an increase from 45 the year before, strongly suggesting that Australian businesses are expanding their trade horizons as a risk management strategy.

Australia as a high-quality producer

Exporters have consistently observed in the National Trade Survey that their reputation as an Australian producer is a key competitive strength they have in trading internationally. With trust now in significant deficit globally, Australia’s reputation as a high-quality producer may represent a unique brand advantage and opportunity for Australian businesses.

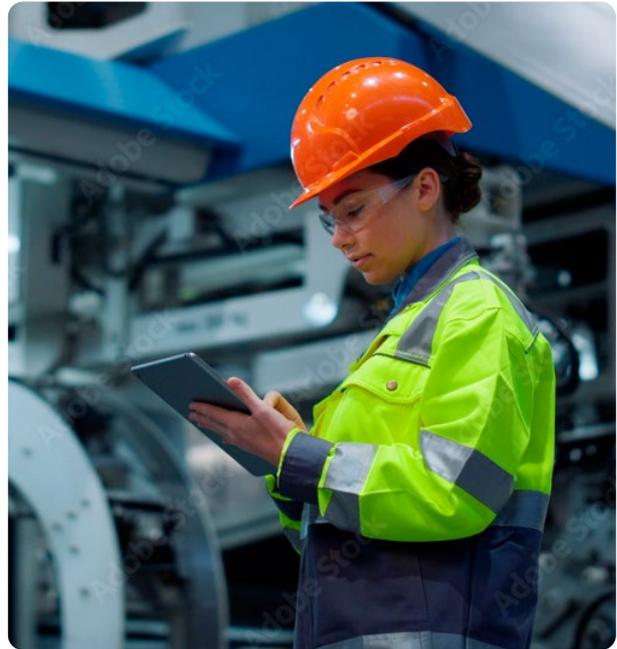
Practical strategies

Practical strategies to build resilience and unlock opportunities in a more uncertain international trade environment include:

- Considering diversification opportunities in new or existing markets to build new trade corridors, relationships and enhance resilience to future trade shocks
- Taking advantage of government information sources and support, including Austrade’s Go Global Toolkit website, to build knowledge and capabilities and support better decision-making
- Leverage the “Team Australia” of government, chambers of commerce, industry associations and bilateral business councils for additional support, networks and expertise, including local market intelligence
- Winning trust with measurable outcomes through the better use of trade finance. Australian corporations utilise trade finance products less frequently than global peers, often relying on traditional debt that lacks built-in protection. Banks like ANZ facilitate trust between the bank, the seller and the buyer through specialised trade finance instruments, which protect the balance sheet, release capital more efficiently than incremental corporate debt, and provide essential comfort when a company must trust a new overseas counterparty.

Digital trade

The Survey also demonstrates opportunities to bolster the human frontline and address the capabilities gap in trade digitalisation by upskilling the workforce in digital trade tools. 33 per cent of trading firms cited lack of knowledge about digital systems as a major barrier to their trade digitalisation.



International competitiveness

In addition to these steps that businesses can take, the National Trade Survey identifies several levers that the Australian Government can pull to address drags on international competitiveness

Despite the fraught external environment, several domestic policy and regulatory requirements are causes of concern for traders.



Over 77 per cent of respondents identified Australian taxes as a major or moderate concern, while 47 per cent cited energy costs as a significant major concern. Cybersecurity was the highest combined concern, weighing on 86 per cent of respondents.

