

Business migrant boost

**CHRISTOPHER RUSSELL
MEREDITH BOOTH**

MAKEUP retailer Annie Lee is also the new face of business migration to SA.

The Korean entrepreneur and

husband Insu Hwang are part of a surge in business migrants following a change in red tape that has allowed the state to market itself more successfully.

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Picture: MICHAEL MARSCHALL

SUCCESSFUL: The Face Shop owner, Annie Lee, yesterday.

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There were 604 business migrants in the past financial year, compared to fewer than 100 a year four years ago.

The new migrants are projected to create about 1400 jobs and will invest up to \$270 million, the Australian Population Institute says.

Michael Hickinbotham, the SA chairman of the not-for-profit institute, said the strong growth in business migrants to SA over the past five years "is good for our economy and provides a much-needed population boost".

The 604 migrants - comprising about 200 families -

accounted for 14 per cent of the national intake. In 2001-02, SA only attracted 93 people, or 1.8 per cent of the national intake.

The State Government's Immigration SA unit has marketed the program and sponsors individuals to come here. The biggest growth has been among Chinese people, increasing from eight migrants in 2001-02 to 438 in 2005-06.

The number of Koreans has also soared, from six in 2003-04 to 73 last year.

Ms Lee's Face Shop in City Cross arcade is Adelaide's first franchise for the Korean makeup empire.

"If we want to have a shop we have to be in really hard competition here. I think we have great opportunity," Ms Lee said. "I'm from Seoul. Our city is really bigger than this. When I came here I felt comfortable and really free."

Ms Lee is on a four-year visa. If she can prove her business has had a positive impact on SA's economy, then she, her husband and six-year-old son will be given permanent residency.

But residency "is a side aim to running the business and making a profit", she said.