

# **Horticulture Innovation Australia**

## **Final Report**

### **Developing vegetable export opportunities in Asia and the Middle East - 2014**

Richard Mulcahy  
AUSVEG Ltd

Project Number: VG13069

## **VG13069**

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**Purpose of Report:**

The purpose of this final report is to communicate the successful delivery of project VG13069 – Developing vegetable export opportunities in Asia and the Middle East 2014.

**Funding:**

This project was funded by HIA using the National Vegetable Levy and matched funds from the Australian Government.

**Date of Final Report:** 09/01/2015

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**Milestone 190:** VG13035 – Reverse Trade Mission 2014

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**Project title:** Developing vegetable export opportunities in Asia and the Middle East -2014

**Project number:** VG13069

**Project leader:** Richard Mulcahy – AUSVEG CEO

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**Date of Report:** 09/01/2015

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**Project Timeline**

**Start:** 27/01/2014

**Finish:** 09/01/2015

**Milestone Overview**

<b>Milestone Number</b>	<b>Date Due</b>	<b>Description</b>
101	27/01/2014	Agreement signed, voluntary contributions (if required) received and IP arrangements in place
<b>190</b>	<b>09/01/2015</b>	<b>Final Report received by Horticulture Innovation Australia</b>

## Contents

1. Media Summary .....	1
2. Introduction .....	2
3. Asia Fruit Logistica .....	3
Event Logistics.....	3
Liaising with venue.....	3
Exhibition theme, design and information to visitors .....	4
Freight and Logistics.....	7
Market Briefing by AUSVEG and the Australian Trade Commission.....	7
Event Itinerary.....	8
Further Activities.....	9
4. Agritech Japan.....	10
Event Logistics.....	10
Exhibition theme, design and information to visitors .....	11
Freight and Logistics.....	13
Event Itinerary.....	14
Further Activities.....	15
5. World of Perishables.....	16
Event Logistics.....	16
Liaising with venue.....	16
Exhibition theme, design and information to visitors .....	17
Freight and Logistics.....	21
Event Itinerary.....	22
Further Activities.....	23
6. Outcomes.....	25
7. Selection of participants .....	25
8. Participant Feedback.....	26
9. Implications for Australian Horticulture .....	27
10. Communication of Outcomes.....	29
11. Expenditure.....	29
12. Recommendations .....	29
13. Acknowledgement .....	30

14. Appendices.....	31
Appendix 1 – July/August edition of Vegetables Australia .....	31
Appendix 2 – Grower Directory (excerpts) .....	32
Appendix 3 – Seasonality Chart .....	33
Appendix 4 – Australian vegetable growing regions .....	34
Appendix 5 – Horticulture Australia Limited (Horticulture Innovation Australia) information flyer. ....	35
Appendix 6 – Ecopot Collateral.....	36
Appendix 7 – Show bags .....	37
Appendix 8 – Translated Seasonality Chart (Japanese) .....	38
Appendix 9 – Translated growing regions chart (Japanese) .....	39
Appendix 10 – Application Form.....	40
Appendix 11 – Feedback Form.....	41

## 1. Media Summary

Developing new markets for export has been identified as critical for the Australian vegetable industry and will be vital in securing the future profitability of the Australian industry. Throughout 2013, the vegetable industry took steps to begin to develop potential export markets in Asia and the Middle East. It was determined that a suitable strategy to raise the profile of Australian vegetables in these markets and to showcase the research and development that contributes to the high quality of Australian vegetables was to exhibit at three key international tradeshows.

Delegations comprising of vegetables growers and industry members attended three key tradeshows in 2014:

- Asia Fruit Logistica, Hong Kong (3-5 September 2014)
- Agritech, Japan (15-17 October 2014)
- Word of Perishables, Dubai (9-11 November 2014)

Each show provided an opportunity to showcase Australian vegetables to relevant buyers in local markets. To ensure that Australian vegetables and the associated research and development undertaken within the industry was presented in a professional way, AUSVEG managed the development of an "Australian Vegetables" stand at each show. The design of this stand focused on the display of produce and also conveyed a wider Australiana theme to assist in identification of the produce's origin.

At each show the Australian Vegetables stand was managed by AUSVEG in conjunction with vegetables growers, researchers and industry representatives. These stakeholders all worked to promote the significant research and development occurring in the Australian industry. To raise awareness of the industry and to support the representatives on the stand, a range of materials were developed including research and development information and industry publications.

The presence of the Australian vegetable industry across three major trade shows informed buyers in Asia and the Middle East about the opportunities that are available through trade with Australia and the existing advantages related to the high quality and safe vegetables produced in Australia as a result of industry investment in research and development. Attendance at each show was also a valuable experience for delegates; who are able to verify the demand for premium, high quality, fresh and safe produce.

As a result of the attendance at each show the vegetable industry has begun to establish a substantial database of international contacts and has been able to enhance stakeholder relationships internationally.

## 2. Introduction

With the vegetable industry facing significant domestic pressure the development of export markets will assist in the offsetting of the volatility often associated with the domestic market. With significant demand internationally for fresh produce, Australia is perfectly poised to be a supplier of premium, safe and fresh vegetables to international markets.

The importance of investment in international trade is also highlighted in the vegetable industry Strategic Investment Plan (SIP).

There are two key aspects that are involved in forming and maintaining business relationships with international buyers as a means to export. Firstly, it is important to be able to show buyers first-hand the product that they are interested in purchasing – it is critical to be able to demonstrate the product quality, freshness, safety and taste. Research suggests that Australia trades fresh produce on the perception that the produce is fresh, safe and of a high quality which is superior to the food produced domestically in that country. It is critical that Australian growers are able to prove this perception to buyers.

Secondly, the development of personal relationships is critical to the process of sustaining a business relationship. Meeting with buyers face to face and having an understanding of their in market activities is vital to both building and maintaining relationships with buyers.

In order to help facilitate these two necessary aspects of successful export development, delegations of growers, researchers and industry representatives attended tradeshows in three key markets for the Australian vegetable industry:

### *Asia Fruit Logistica (Hong Kong)*

Exhibiting at this event is critical as it allowed the Australian vegetable industry to follow on from progress made in 2013. Further, relationships established last year were maintained through attendance in 2014. Hong Kong is the premier tradeshow in the Asia region and has representatives from over 60 countries in attendance. Attendance at the show is primarily comprised of Australia's largest trading partners such as Malaysia, Singapore, Hong Kong, Thailand and Indonesia.

### *Agritech (Japan)*

Having overtaken New Zealand as the premier destination for Australian fresh vegetable exports, it is critical the relevant trading relationships in Japan are maintained. Australia currently exports over \$46 million of fresh vegetables to Japan. Further, it is important to facilitate new relationships to ensure that Australia can remain competitive in Japan when faced with strong international competition from countries with similar product quality such as New Zealand.

### *World of Perishables (Dubai)*

The United Arab Emirates is Australia's fourth largest trading partner representing \$23 million of exports in 2013-14 or approximately 9 per cent of Australia's total fresh vegetable exports. Attending the World of Perishables in Dubai will help assist the industry in creating and further developing networks throughout the Middle East.



### 3. Asia Fruit Logistica

*Held in Hong Kong from 3-5 September 2014 at the Asia World Expo Centre in Hong Kong*

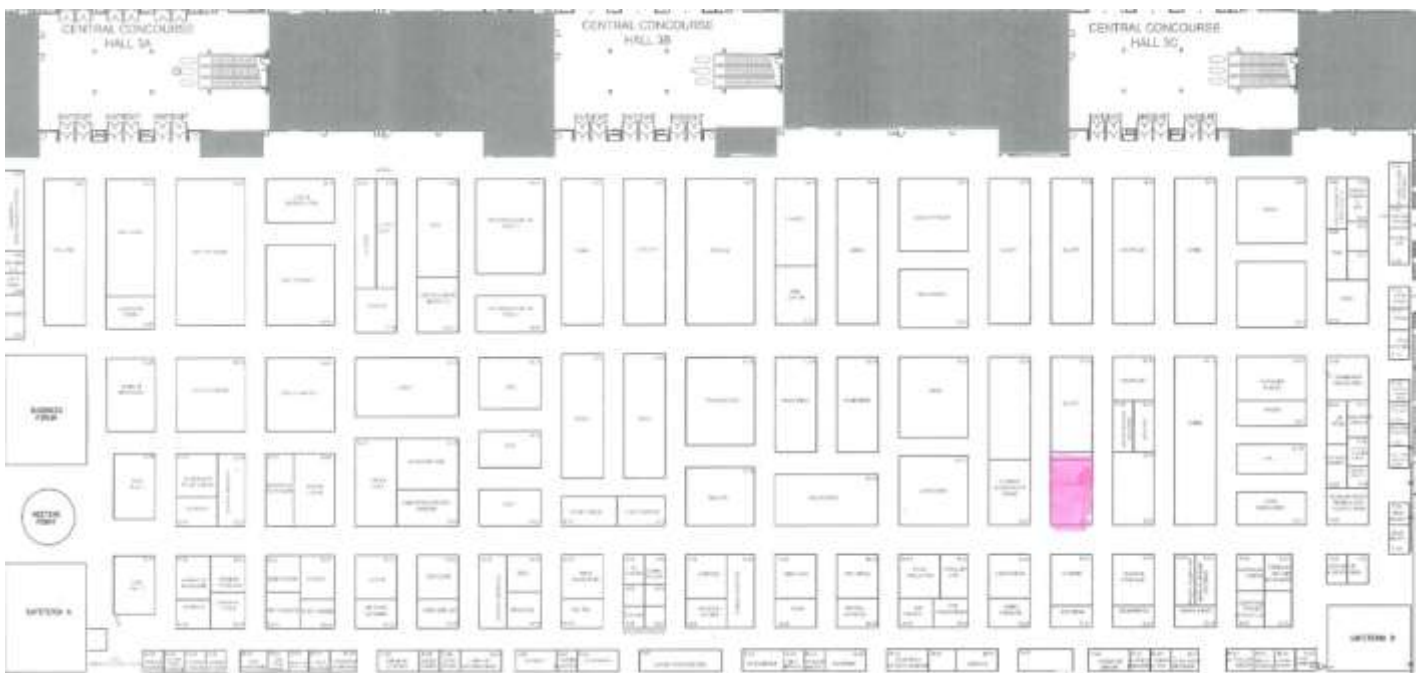
Having attended Asia Fruit Logistica (AFL) in 2013, it was important for the Australian vegetable industry to reinforce their strong presence both at the show and within the market. In order to successfully implement this show the following method was used.

#### Event Logistics

##### Liaising with venue

AUSVEG began liaising with the event’s organisers in early February 2014 to ensure all necessary information was acquired in a timely fashion. AUSVEG registered for space in late February to ensure that an appropriate position and floor space size was acquired.

AUSVEG selected a stand location near the Australia Fresh stand, and close to the main entrance of the trade show area, as shown in the diagram below:



*2014 Asia Fruit Logistica floor plan – AUSVEG space highlighted in pink.*

## Exhibition theme, design and information to visitors

Based on the recommendations from VG12100 Asia Fruit Logistica 2013, it was determined that the theming of the stand should be focused around Australia to ensure that produce can be effectively identified as Australian. Further, more space should be allocated to the display of fresh produce to allow a wider range of product to be displayed.

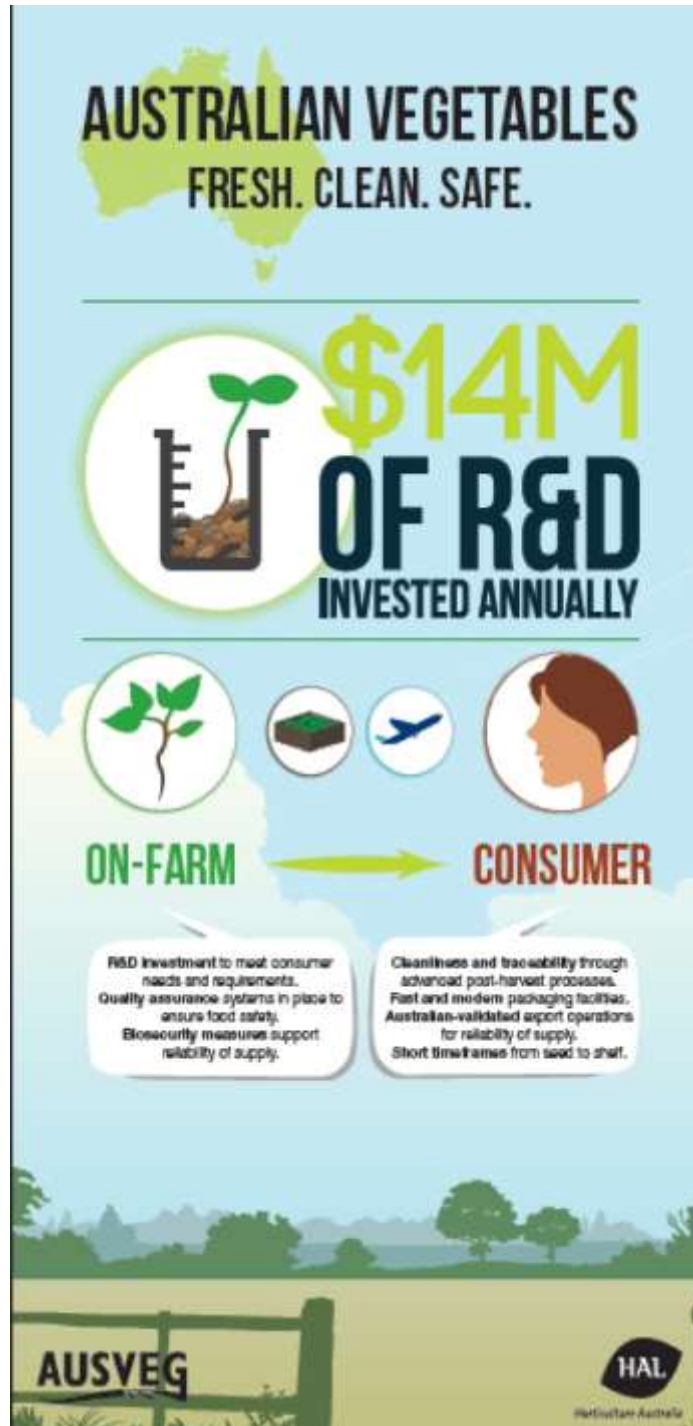


*2014 Asia Fruit Logistica stand design*



*2014 Asia Fruit Logistica complete stand after construction*

In addition to being identifiably Australian, the stand design also highlighted the significant amount of research and development funding invested annually in the Australian vegetable industry. This infographic is based on the infographic that was presented in 2013, however, was redesigned to ensure that the stand had a new design in 2014.



2014 Asia Fruit Logistica infographic

The 2014 stand design incorporated additional space for the display of fresh produce. The central display unit from 2013 was re-used whilst a further two display units were constructed. This allowed for additional product to be displayed at multiple locations throughout the stand.



The concept and development of the stand also included layout considerations to ensure that the stand was inviting and had the appropriate amount of space to welcome visitors and conduct sit down discussions.

To ensure that visitors to the Australian Vegetables stand were well informed about Australian research and development within the vegetable industry, show bags were produced. Collateral included within the show bags included:

- Copy of the July/August *Vegetable Australia* magazine
- Copy of the 2014 Grower Directory
- Australian vegetables seasonality chart
- Australian vegetable growing regions
- Information regarding Horticulture Australia Limited (now Horticulture Innovation Australia)
- Ecopot (grow your own vegetables)

Examples of all collateral can be found in appendices 1-7.

## **Freight and Logistics**

AUSVEG coordinated and oversaw all freight and logistics. This was to ensure that all necessary items and logistical arrangements were made in time to ensure the effective delivery of the Australian Vegetables stand. In order to ensure there were no delays in construction and to save on freight costs the Australian Vegetables stand was built in Hong Kong by contractor Pico. All printed collateral material was printed in China before being shipped to Hong Kong. This was the most cost effective option and reduced relevant transit times and relevant import duties.

The freight of the fresh produce from Australia to Hong Kong was completed in several stages. Consolidation and freight was undertaken by Watt Export. The first stage of the process was to coordinate growers to arrange freight from the farm gate to Watt Export located at the Sydney Markets. Upon receiving all produce all relevant clearance measures were completed by Watt Export.

Produce was freighted via air on Monday 1 September 2014 for arrival on Tuesday 2 September 2014 to ensure the freshest product possible. Collection and clearance in Hong Kong was completed by Etak International who delivered all produce to the event.

In order to ensure smooth delivery and clearance AUSVEG has previously completed relevant paperwork including commercial invoices and relevant phytosanitary permits.

## **Market Briefing by AUSVEG and the Australian Trade Commission**

As part of the preparation for the delegations attendance at Asia Fruit Logistica, AUSVEG in conjunction with Austrade hosted a webinar about conducting business in South East Asia. Held on 20 August 2014, the webinar focused on opportunities and trends emerging for vegetables in South East Asia.

Austrade representatives who presented included:

Ms Kiyoko Ozawa (Business Development Manager – Tokyo)  
Ms Patricia Lee (Business Development Manager – Kuala Lumpur)  
Ms Frances Cheung (Business Development Manager – Hong Kong)  
Ms Rehka Issac (Business Development Manager – Singapore)  
Ms Jennifer Chen (Business Development Manager - Taipei)  
Ms Kathy Chen (Business Development Manager – Guangzhou)

## **Event Itinerary**

The below itinerary was created around Asia Fruit Logistica and was distributed to all participants.

### **Tuesday 2 September**

Delegates depart from their relevant capital city and fly to Hong Kong. At 7:30pm a group dinner/briefing will be held at the Marriott SkyCity Hotel to ensure the group is across their commitments during the tradeshow.

#### Accommodation

Hong Kong SkyCity Marriott Hotel

1 Sky City Road East

Hong Kong International Airport, Lantau, Hong Kong

### **Wednesday 3 September**

Delegates are required to be present on the booth as per the roster. Further, from 2:30-4:00pm all delegates are required to attend the AUSVEG booth for a welcome/networking reception. This reception will be attended by the Australian Trade Commission as well as key produce buyers who attended the 2013 and 2014 Reverse Trade Mission and other international buyers.

#### Accommodation

Hong Kong SkyCity Marriott Hotel

1 Sky City Road East

Hong Kong International Airport, Lantau, Hong Kong

### **Thursday 4 September**

Delegates are required to be present on the booth as per the roster. There are no other scheduled events today.

#### Accommodation

Hong Kong SkyCity Marriott Hotel

1 Sky City Road East

Hong Kong International Airport, Lantau, Hong Kong

### **Friday 5 September**

For delegates checking out of the Marriott SkyCity for return flights to Australia departing this evening. An arrangement has been made with the concierge to hold all luggage until the evening when you collect it prior to your departure flight.

Delegates are required to be present on the booth as per the roster. All delegates are requested to be present at the AUSVEG booth from 4-5pm for a discussion and de-brief about attendance at Asia Fruit Logistica.

## Further Activities

### *AUSVEG Networking Event*

On the first day of the exhibition AUSVEG hosted a networking event at the Australian Vegetable stand. This event provided a good opportunity for growers and industry representatives to network with a range of contacts. There was a total of 40 attendees comprising delegates who had previously attended the 2014 Reverse Trade Mission (VG13035) in Australia, as well as other Australian industry stakeholders and Australian Trade Commission Staff.



*Delegates during the AUSVEG Networking Event on 3 September 2014*

### *Australian Vegetable Cooking Demonstration*

In order to provide buyers with the opportunity to sample Australian vegetables AUSVEG arranged a chef to prepare both fresh and cooked samples for four hours over each day of the exhibition. In keeping with the Australian theme the chef offered samples of grilled/barbequed vegetables, cooked corn as well as fresh samples.



*Chef preparing a range of Australian vegetables as samples for show attendees*

## 4. Agritech Japan

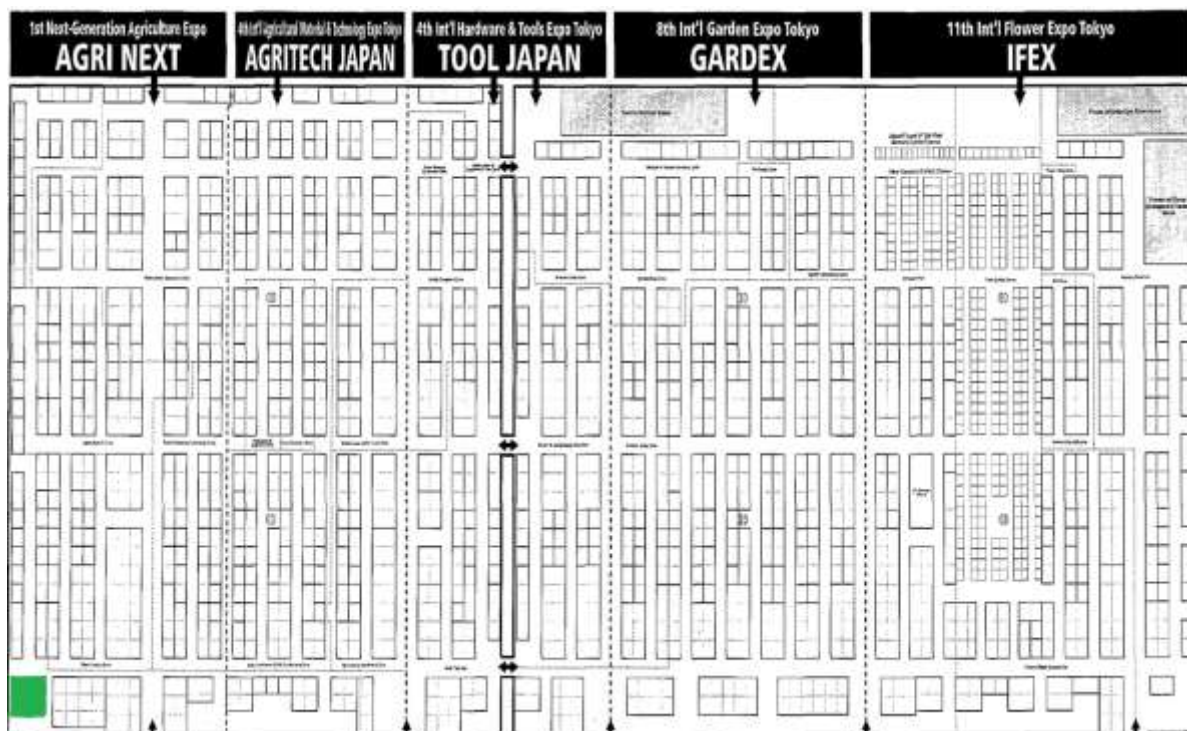
*Held from 15-17 October 2014 at the Makuhari Messe exhibition centre in Chiba prefecture Japan*

The Agritech Japan show is one of the largest trade shows in Japan and draws a wide range of stakeholders from the Japanese horticulture industry. Having not previously attended a trade show in Japan the design and execution of the trade show was based around previous experience with Asia Fruit Logistica both earlier in 2014 and previously in 2013.

### Event Logistics

#### *Liaising with venue*

Negotiations with event organiser Reed Exhibitions began in early February 2014. AUSVEG was able to secure a custom sized island stand of 54m<sup>2</sup>. As AUSVEG was able to reserve a large space within the relevant early bird period a premium stand position located next to the entry point of the hall was allocated as indicated on the below floor plan.



*Agritech Japan tradeshow floor plan with AUSVEG allocated floor space highlighted in green.*



## Exhibition theme, design and information to visitors

Due to limitations surrounding ability for fresh product to enter Japan, the stand did not incorporate produce display units. As such, a design that focused on research and development in conjunction with production in Australia was adopted. This design aimed to incorporate a natural theme that highlighted the freshness, quality and safety of Australian vegetables. The minimalist theme also allowed more space for sit down meetings and allowed for more visitors to be in the stand at one time which was a key consideration as the show is visited by on average 32,000 guests each year.



*2014 Agritech Japan stand design*



*2014 Agritech Japan stand after completed construction*

An important consideration in the design of the stand and creation of collateral materials was to ensure that all materials had been correctly translated into Japanese. As this was the first show attended by the vegetable industry in Japan the infographic selected highlighted three important aspects of the Australian vegetable industry that are key points of difference between Australia and other competitors in the Japanese market. These three unique selling points are:

*Climate*

Australia's wide climate range allows for counter seasonal vegetable supply to Japan.

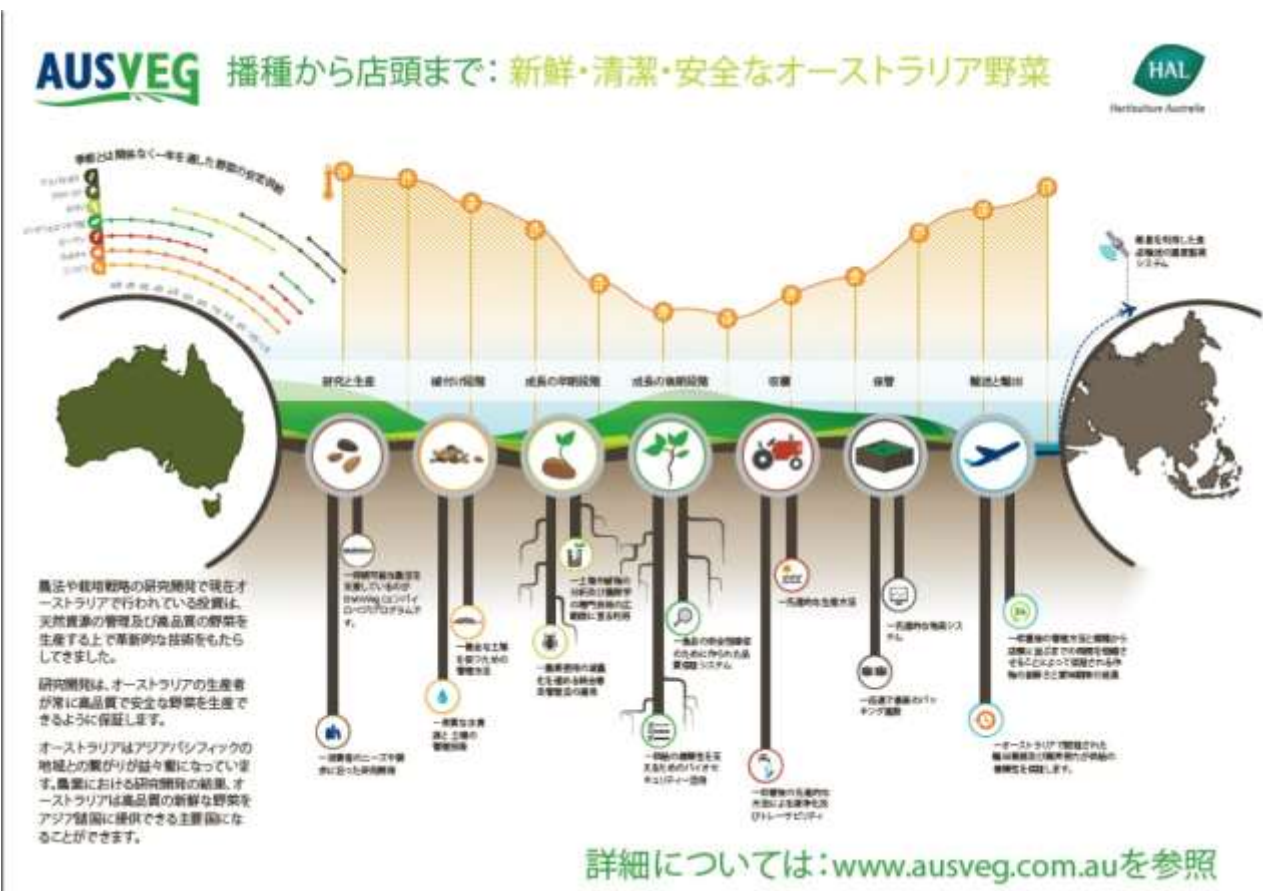
*Proximity*

Geographically, Australia and Japan are nearby meaning that travel time for fresh product is shorter resulting in high quality and fresher products.

*Research and Development*

Australia employs high standards and best practice strategies in vegetable production that ensure high quality and safety of vegetables.

The infographic used in Japan complimented these messages and was translated by an accredited translation agency to ensure that the graphic was accurate.



Translated infographic used at Agritech Japan 2014

To ensure that visitors to the Australian Vegetables stand were well informed about Australian research and development within the vegetable industry, show bags were produced. Collateral included within the show bags was -

- Copy of the September/October *Vegetable Australia* magazine
- Copy of the 2014 Grower Directory
- Australian vegetables seasonality chart
- Australian vegetable growing regions
- Information regarding Horticulture Australia Limited (now Horticulture Innovation Australia)
- Ecopot (grow your own vegetables)

Translated copies of the seasonality chart and vegetable growing regions were provided within the collateral. A copy of these translated documents can be found in appendices 8-9.

### **Freight and Logistics**

AUSVEG coordinated all freight and logistics components of the Agritech trade show. To ensure a timely delivery of constructed stand components, the stand was constructed in Japan by Pico. This enables correct delivery and installation as Pico operate from Australia and have a Tokyo based office. All printed collateral was printed locally in Tokyo and delivered directly to the exhibition centre this saved on freight and customs duties if products were to be printed in Australia.

All onsite logistics were managed by Pico and overseen by AUSVEG. This allowed for effective translation of instructions for relevant deliveries and installations.

## Event Itinerary

Date	Activity
Sunday 12 October	Arrive in Tokyo.
Monday 13 October	<p><b>9:00am:</b> Meet AEON representative, Masa Onishi in hotel lobby. Travel to flagship AEON retail store to be shown around the fresh produce department, and undertake a briefing with Mr Onishi</p> <p><b>12:30pm – 1:30pm:</b> Lunch meeting with Masahiro Onishi and Yasuhiko Chiba</p> <p><b>2:00pm:</b> Attend a market briefing and meeting with DAFF and the Australian Trade Commission at the Australian Embassy in Tokyo.</p>
Tuesday 14 October	<p>Exhibition bump in</p> <p>Dinner meeting with AEON and DSDBI Victorian Office representative Joe Gayton</p>
Wednesday 15 October	<p>Opening Ceremony 09:30-10:00</p> <p>Show hours: 10:00-18:00</p> <p>Delegates and staff to be present as per attached roster</p>
Thursday 16 October	<p>TRADE SHOW DAY 2</p> <p>Show hours: 10:00-18:00</p> <p>Delegates and staff to be present as per attached roster</p>
Friday 17 October	<p>TRADE SHOW DAY 3</p> <p>Show hours: 10:00-18:00</p> <p>Delegates and staff to be present as per attached roster</p> <p>Delegates to depart from Narita Airport</p>
Saturday 18 October	Staff to depart from Narita Airport

## Further Activities

### *Meeting with AEON representatives*

In order to continue the strong relationship between AUSVEG and AEON whilst in Japan AUSVEG representatives met with Masahiro Onishi (Perishables Procurement) and Yasuhiko Chiba (Head of Produce Department – Food Merchandising and Planning Division).

Mr Onishi facilitated a tour to AEON's flagship store and arranged a meeting with Mr Chiba in which AUSVEG was able to discuss Australian vegetable exports to Japan.



*AUSVEG representatives and Mr Onishi examining fresh produce at AEON flagship store in Chiba*

### *Briefing with the Australian Trade Commission and DFAT*

AUVSEG met with Senior Research Officers and Australian Trade Commission staff to discuss opportunities for vegetable exports to Japan. Further, this provided a good opportunity to discuss the Japan Australian Economic Partnership Agreement (JAEPA) with trade policy advisors and to begin discussions regarding opportunities for new market access for products such as pumpkin.

AUSVEG representatives met with:

Ms Kazuko Nishikawa (Business Development Manager – Austrade, Tokyo)

Ms Kiyoko Ozawa (Senior Business Development Manager - Austrade, Tokyo)

Mr Paul Salisbury (Senior Research Officer (Trade Policy) – DFAT)

Ms Tomoko Nakamura (Senior Research Officer (Agriculture) – DFAT)

### *Dinner meeting with AEON representatives and Victorian Government*

AUSVEG representatives met with AEON representatives Ms Emiko Tomita and Mr Masahiro Onishi and Mr Joe Gayton (Trade Manager, Victorian Government – Tokyo Office). During the meeting AUSVEG representatives were able to discuss future cooperation for both outbound and inbound trade missions between AUSVEG and DSDBI Victoria with Mr Gayton and opportunities for Australian vegetable exports.

## **5. World of Perishables**

*Held in Dubai from 9-11 November 2014 held at the Dubai Trade Centre, Dubai.*

The Middle East is a lucrative market for Australian exports. As a major importer and re-exporter, Dubai is an important market to develop for the vegetable industry. World of Perishables is the only show focused on perishable/fresh produce based in the region and therefore draws a large attendance of relevant industry members from all over the Middle East.

### **Event Logistics**

#### **Liaising with venue**

AUSVEG began liaising with the venue in February 2014 to ensure that appropriate space was acquired. Due to regulations regarding the purchase of floor space a floor size of 60m<sup>2</sup> was required. An island stand was purchased located close to main entry points and catering services to ensure maximum foot traffic. The stand location is shown on the floor plan included below.



*Location of Australian Vegetable stand at World of Perishables 2014*

**Exhibition theme, design and information to visitors**

The stand theming at the World of Perishables was similar to that of Asia Fruit Logistica 2014 with a strong focus on product origin and Australiana. The design of the stand had to be varied to account for venue restrictions. Due to limited on site cold storage the stand was designed with 24hr cold storage installed to ensure that fresh produce remained of the highest quality whilst on display.



*Graphic design of Australian Vegetable industry stand at World of Perishables 2014*



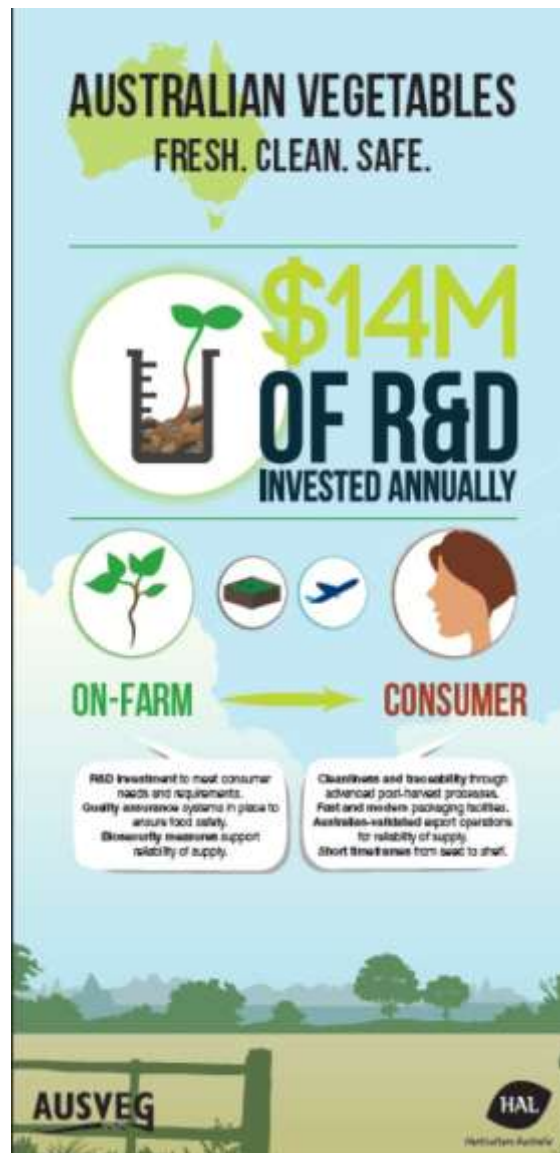
*Australian Vegetables stand at World of Perishables 2014 after construction was completed*



*Australian Vegetables stand at World of Perishables 2014 after construction was completed*



In order to highlight the high quality of research and development that is undertaken in the Australian vegetable industry, the infographic created for Asia Fruit Logistica 2014 was used.



*Infographic used on front panelling of stand at World of Perishables 2014*

Further, as the raw floor space purchased was considered an island stand (i.e. no allocated floor space sharing any boundaries), the rear wall of the stand was also able to be used to further explain research and development within the industry. In order to further highlight where and how research and development is directed within the industry the infographic used in Japan was redesigned to accommodate the resizing of the rear wall. The “Seed to Shelf” infographic used is pictured below.



Infographic used on rear wall of stand at World of Perishables 2014

To ensure that visitors to the Australian Vegetables stand were well informed about Australian research and development within the vegetable industry, show bags were produced. Collateral included within the show bags included:

- Copy of the September/October *Vegetable Australia* magazine
- Copy of the 2014 Grower Directory
- Australian vegetables seasonality chart
- Australian vegetable growing regions
- Information regarding Horticulture Australia Limited (now Horticulture Innovation Australia)
- Ecopot (grow your own vegetables)

### **Freight and Logistics**

In order to ensure there were no delays in construction and to save on freight costs the Australian Vegetables stand was built in Dubai by contractor Pico. All printed collateral materials were printed in China before being shipped to Dubai. This was the most cost effective option and reduced relevant transit times and import duties.

The freight of the fresh produce from Australia to Dubai was completed in several stages. Consolidation and freight was completed by CT Freight from their Brisbane location. The first stage of the process was to coordinate growers to arrange freight from the farm gate to CT Freight. Upon receiving all produce all relevant clearance measures were completed by CT Freight on 6 November 2014.

Produce was freighted via air on Thursday 6 November for arrival on Saturday 8 November to ensure the freshest product possible. Collection and clearance in Dubai was completed by Barakat Vegetables and Fruit Dubai who delivered all produce to the event.

In order to ensure smooth delivery and clearance AUSVEG has previously completed relevant paperwork including commercial invoices and relevant phytosanitary permits.

## **Event Itinerary**

### **Friday 7 November**

Delegates depart from their relevant capital city and fly to Dubai.

### **Saturday 8 September**

Delegates will arrive in the morning. This evening at 7:00pm a group briefing will be held at The Market Café (located at the Grand Hyatt Dubai). Delegates will receive their exhibitor passes and will have the opportunity to meet with the AUSVEG staff and growers in attendance.

Accommodation

Grand Hyatt Dubai

P.O. Box 7978, Dubai, United Arab Emirates

### **Sunday 9 November**

Tradeshow Day 1

Delegates are required to be present on the booth as per the attached roster.

Accommodation

Grand Hyatt Dubai

P.O. Box 7978, Dubai, United Arab Emirates

### **Monday 10 November**

Tradeshow Day 2

Delegates are required to be present on the booth as per the roster.

Further, from 2:00-4:00pm all delegates are required to attend the AUSVEG booth for a welcome/networking reception. This reception will be attended by the Australian Trade Commission as well as key produce buyers.

Accommodation

Grand Hyatt Dubai

P.O. Box 7978, Dubai, United Arab Emirates

### **Tuesday 11 November**

Trade Show Day 3

Today is the shows final day. Delegates are required on the stand as per roster. Prior to leaving the exhibition today, delegates are asked to complete a feedback form and return the completed form an available AUSVEG staff member.

Accommodation

Grand Hyatt Dubai

P.O. Box 7978, Dubai, United Arab Emirates

### **Wednesday 12 November**

Delegates will depart from Dubai and return home to Australia

## Further Activities

### *AUSVEG Networking Event*

On the second day of the exhibition AUSVEG hosted a networking event at the Australian Vegetable stand. This event provided a good opportunity for growers and industry representatives to network with a range of contacts. Invitations were facilitated on behalf of AUSVEG by the Australian Trade Commission to help ensure a wide range of suitable buyers were invited.

Attendees comprised relevant importers, retailers and buyers well as well as other industry stakeholders including:

Sam Lawrence – Manger Market Access, Office of Horticultural Market Access (OHMA)

Jane Shanthi Mascarenhas – Business Development Manager Dubai, Australian Trade Commission

Gerard Seeber – Consul General and Senior Trade Commissioner, Australian Trade Commission

Kassem Younes – Regional Director – Trade Middle East, Africa and Turkey – DSDBI

Dr James Wallner – Consul (Agriculture) – Middle East, Department of Agriculture



*Industry representatives at AUSVEG networking event held at the World of Perishables 2014*

### *Australian Vegetable Cooking Demonstration*

In order to provide buyers with the opportunity to sample Australian vegetables AUSVEG arranged a chef to prepare both fresh and cooked samples for four hours over each day of the exhibition. In keeping with the Australian theme the chef offered samples of grilled/barbequed vegetables and fresh samples.



## 6. Outcomes

Across all three shows, total visitor numbers were over 50,000 from 64 countries. The Australian vegetable stand experienced significant foot traffic and exposure to visitors due to prime locations being secured. There was strong and consistent interest and enquiries regarding Australian vegetables across all three shows with most buyers being familiar with Australian produce generally.

From each show, enquiries generally matched with current trade data, meaning most buyers were making enquiries about products that are already sent to these markets in large quantities (e.g. carrot exports from Australia to the Middle East). Buyers' familiarity with particular Australian products was a great advantage to the Australian vegetable stand as it allowed delegates to show buyers what other lines/commodities are available from Australia.

Further, there is strong interest across all three markets in two emerging areas: organics and innovative/new products. With increasing concerns regarding food safety in Asia it is not surprising that organics are gaining momentum among buyers. The keen interest in value added, innovative product was also indicative of the demand for high quality, premium produce across Asia. Buyers are looking for unique lines that will achieve a premium price in market. Given the relative lack of price competitiveness of Australian vegetables in these export markets, identifying unique product lines provides Australian growers with a great opportunity to increase exports.

All enquiries from buyers were collated by AUSVEG and as discussed in Section 10: Communication of Outcomes, were distributed to levy paying growers and other industry stakeholders.

## 7. Selection of participants

All delegates who participated in the project and attended a tradeshow were required to complete an application form. A copy of the application form can be found at appendix 10. In accordance with recommendations from VG12100 *Asia Fruit Logistica 2013* an attempt was made to ensure that trade show delegates were not only representative of the broader industry (i.e. had a wide range of products available for display on the stand) however were also considered to be either export ready or export focused.

The organisations who participated in this project are:

- **Charlton Farm Produce, Tasmania**  
Charlton Farm Produce is located in Moriarty in Northern Tasmania. Charlton Farm is the packing business that supports Charlton Farm Produce. Charlton Farm Produce is currently exporting.
- **Harvest FreshCuts/One Harvest, Queensland**  
One Harvest, located in Queensland grow and process a range of vegetables. Notably, One Harvest has recently launched cooked, ready to eat, vacuum sealed beetroot. One Harvest is

currently exporting and is investigating options for expanding their export markets.

- **Coastal Hydroponics/Salad Makers, Queensland**  
Salad Makers located in Queensland produce a wide variety of salad mixes including rocket, mixed salad and spinach. Currently, Salad Makers offer pre-packaged bags but can also pack into loose lots. Salad Makers are not currently exporting however consider this part of their long term business plan.
- **Schreurs and Sons, Victoria**  
Schreurs and Sons located in Victoria produce a range of products including celery, leek, spinach, rocket and other salad varieties. Schreurs and Sons are currently exporting.
- **The Organic Farm Gate, New South Wales**  
The Organic Farm Gate was established by a group of Australian organic growers, located around the country, The Organic Farm Gate is currently exporting.
- **Rugby Farms, Queensland**  
Rugby Farm located in Queensland grows and packs a wide range of vegetables for both domestic and international markets. Products include broccoli, corn and beans. Rugby Farm is currently exporting.
- **Trandos Farms, Western Australia**  
Trandos Farms located in Wanneroo, Western Australia is the largest grower of sweet corn, beans and pumpkin in Western Australia. Trandos Farms are currently exporting.
- **Wattle Organic Farm/ Alkira Organic, Victoria**  
Alkira Organics is a certified organic grower in northern Victoria. Growing organic corn, zucchini, pumpkin, kale and broccoli. Alkira Organics is currently exporting.
- **Qualipac, Queensland**  
Located in Queensland, Qualipac grow across several locations including the Locker Valley and East Darling Downs. Qualipac produce a range of commodities including broccoli, onion and pumpkin. Qualipac is currently exporting.
- **Samwell and Sons, South Australia**  
Located in Mount Barker South Australia Samwell and Sons currently produce a range of vegetables including brussel sprouts and cabbage. Samwell and Sons are currently exporting.

## **8. Participant Feedback**

At the conclusion of each event, delegates were asked to complete a feedback form (Appendix 11). Overall the feedback from delegates was very positive with all delegates on average rating their experience at the trade show 'excellent'.



Several delegates also chose to relay feedback in regards to their experience via email.

*“Ausveg has done an excellent job in pushing and realizing the potential opportunities growers have in export. It will take a lot of time and effort. But, by establishing strong relations, combined with high quality produce at a competitive price, we can certainly witness a long term benefit for all.”*

*“It great working with you and your colleagues on these activities which are very useful expanding our export horizon as growers. In upcoming days I will be sorting out potential customers and follow up with email.”*

*“It was a great trip from my point of view, learning a heap and identifying opportunities for Australian Organics.”*

*“Certainly had a great time on many levels, business, social and experiences. I appreciate the effort that you put into the event and there are some possibilities which may eventuate.”*

*“The trade show was wonderful and I am looking forward to sharing our successful export stories with you in the future.”*

## **9. Implications for Australian Horticulture**

Historically, the Australian vegetable industry has been domestically focused, however with increasing domestic pressures it is imperative that new export markets are explored to ensure the sustainability of the industry.

Recently, as part of the Vegetable Industry Strategic Investment Plan, the vegetable industry commissioned projects to explore the industry’s potential for exports. The results suggest that exporting has the greatest potential to offer returns on research and development investment. Expanding international exports will help the industry grow and mitigate risk from the constraints of the domestic market in the long term. Currently only a small percentage of growers are actively exporting, so there is major potential to further develop the capability of vegetable exports in Australia.

It is known that Australia needs to enhance and promote our competitive advantages through a strong brand. In order to ensure that an effective Australian brand can be established and maintained it is important that the Australian horticulture industry as a whole works together.

Following on from the successful Australian Vegetables stand at Asia Fruit Logistica in 2013, attending three key trade shows across three key markets has furthered the communication of the research and development invested in the Australian vegetable industry. Bringing together a range of growers from throughout varying sectors of the industry, in addition to collaborating with relevant stakeholders during the events, has allowed stakeholders from across the vegetable industry to benefit from increased contact with international buyers. Further, uniting all vegetable commodities under the banner of ‘Australian’ highlighted the emphasis that the Australian

horticulture industry places on research and development and how highly the industry values best practice production techniques. Utilising the 'brand Australia' ideals provides wider recognition to the horticulture industry.

Attending these trade shows has allowed the Australian vegetable industry to demonstrate to international buyers that there is a strong drive to expand exports. The Australian Vegetables stand also gave international industry stakeholders a memorable experience that improved the perception of the Australian vegetable industry. An important learning to be taken from the experience is that often, buyers prefer to deal with people they know and trust and that a relationship is much more important than contractual obligations. This is an important consideration for Australian operations seeking to expand into exporting.

In addition, research and innovation must be seen as vital to any industry that wants to maintain its competitive advantage. This addresses new consumer needs and improves the supply chain. The fresh produce sector can only evolve and succeed if it remains an innovative sector. Therefore, it is crucial for research to be strengthened and to be translated into practical steps for day-to-day business.

AUSVEG's attendance at Asia Fruit Logistica, Agritech and World of Perishables was a clear example of project implementation translating into practical outcomes. Participation at these shows has given the Australian horticultural industry a boost with regard to its agricultural brand. AUSVEG's presence in Hong Kong, Japan and Dubai ensured that all-important face-to-face contact was made with Asian industry counterparts, reinforcing Australia's competitive advantage; that is producing fresh, safe and clean produce as a result of investment in R&D, and improvements in supply chain connections.

### ***Industry Adoption***

AUSVEG has communicated the key outcomes from this project through industry communication channels, including *Vegetables Australia* and the AUSVEG Weekly Update and the Trade Talk newsletter. A database of key contacts will also be developed and continually updated by AUSVEG so that contact between growers interested in exporting and international industry members can be facilitated after the event.

## 10. Communication of Outcomes

At the time of this report's publication, information that has been gathered at the relevant shows has already begun to be communicated to growers and other relevant stakeholders.

Information has been communicated through several channels. Growers who attended each show were able to share what they learned with their colleagues, co-workers and local representative bodies.

Additionally, insights obtained have been published in all industry communication material including *Vegetables Australia*, the AUSVEG Weekly Update and the *Trade Talk* newsletter. Further, all information that was obtained in market will also be used to guide further export development activities.

## 11. Expenditure

Total expenditure for the project VG13069 was in accordance with the budget allocated to the project.

## 12. Recommendations

Recommendations have been compiled from feedback forms and discussions with members of each delegation and other industry members involved in the project. A number of key insights have been identified including:

- Ensure that attendance at shows/regions is continuous to continue with momentum built in market.
- Arrange off site visits that coincide with the trade show that will allow growers to meet with other in market industry representatives as well as potential gain some market insight by visiting wholesale markets and retailers.
- A strong Australian theme should be continued in all future stand designs.
- Refrigeration should be included in the stand design to ensure the produce display remains at a high standard.
- Link trade shows to grower tours where possible. This will allow more growers to provide information to tradeshow attendees.

- Evaluate the logistics implication of new tradeshows. It is important to select tradeshows in markets where it is possible (both through quarantine and show policies) to successfully import and display fresh produce.
- Due to the high level of interest in the Australian Vegetable stands it is recommended that an electronic business card reader should be invested in to ensure that interest is quickly and efficiently captured and collated.

### **13. Acknowledgement**

AUSVEG would like to acknowledge and thank the following people and organisations for their involvement and collaboration with this project:

- Horticulture Innovation Australia (formally Horticulture Australia Limited)
- Australian Trade Commission
- Department of Business Innovation, Victorian Business Government Offices
- Federal Department of Agriculture
- Watt Exports
- Etak International
- CT Freight
- Barakat Vegetable and Fruit Dubai
- AEON
- Charlton Farm Produce
- One Harvest
- Salad Makers
- Schruers and Sons
- The Organic Farm Gate
- Rugby Farms
- Trandos Farms
- Qualipac
- Samwell and Sons

## 14. Appendices

### Appendix 1 – July/August edition of Vegetables Australia

**vegetables**  
australia  
July/August 2014

**Belinda Adams**  
Syngenta  
Grower of the Year

**Jacob Parrish**  
Energetic young grower

**2014 Reverse Trade Mission**  
Exports set to boom

**2014 AUSVEG National Convention**  
A tropical success

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Association of Australia

**cab**

Audit Period: 01/04/2013 - 31/03/2014

## Appendix 2 – Grower Directory (excerpts)



### Grower Directory

#### Arahura Farms

Carrots, beetroot and onion (organic)

Arahura Farms is one of Australia's leading organic farming companies. We specialise in growing 100 per cent certified organic carrots, beetroot and onions and pride ourselves on being able to grow and supply our customers with the highest quality produce all year-round. With a shared determination of best practice farming techniques, we endeavour to grow the best tasting produce on the market. This produce, bred in with flexible on farm packaging and in house transport makes Arahura Farms a standout amongst its competitors.

**Contact**  
Phone: +61 (0) 5030 2582  
Email: arahurafarms@bigpond.com  
Mailing Address: PO Box 168  
Suburb/Town: Nyah West  
State: Victoria  
Postcode: 3695

#### Australian Fresh Salads

Spinach, wild rocket, mesclun, salad mixes and Asian greens

Since 1996, Australian Fresh Salads has been providing quality and consistency to its customers nationwide. With over 200 hectares spread from Queensland to Victoria, combined with our innovative farming techniques, we offer high quality produce all year-round. Specialising in fresh cut salads and baby leaf salads, our produce includes: baby leaf spinach, wild rocket, mesclun, salad mixes and Asian greens. With these varieties available throughout the year, your customers can be sure to receive outstanding produce on-demand.

**Contact**  
Phone: +61 (0) 5147 1038  
Email: hboardon@australianfreshsalads.com.au  
Mailing Address: 9 Mills Lane  
Suburb/Town: Maltra  
State: Victoria  
Postcode: 3860

#### Charlton Farm Produce

Brown onions, red onions and sweeties

Charlton Farm Produce P/L is a family operated produce business located at Moriarty, Northern Tasmania Australia. The present Addison family members represent the 5th generation to farm in this district. Charlton Farm is the

packing business that supports our farm growing operation Addison Farm Produce. We have extensive experience in vegetable production across a wide range of produce, with Onions being the specialised area for Charlton Farm Produce along with Sweeties. We have been exporting onions to Europe and Asia for many years and wish to develop our Asian export program in Onions and Sweeties, along with exploring other export opportunities.

**Contact**  
Phone: +61 (0) 6422 1000  
Mailing Address: 84 Bennetts Lane  
Suburb/Town: Moriarty  
State: Tasmania  
Postcode: 7307

#### DSA Fresh

Vegetable pre-packs, salad tubs, Asian vegetables

DSA Fresh is an industry recognised business in South Australia growing and processing fresh vegetables. We have been established for 35 years. We operate under strict food safety standards, Freshcare V3 and HACCP, supplying all major supermarkets as well as the hospitality industry. DSA Fresh specialises in gourmet lettuce, Asian vegetables, salad mixes and vegetable pre-packs. We work closely with our customers to innovate and deliver on their requirements. Our cold chain implementation and processes ensures long shelf life, delivering the freshest possible produce. Please check out our display to find out more information.

**Contact**  
Email: Michael@dsafresh.com.au  
Mailing Address: 331 Diamond Rd  
Suburb/Town: Dirak  
State: South Australia  
Postcode: 5110

#### Gibb Brothers

Broccoli, cabbage (green and red), kale, pumpkin, cauliflower, brussels and asparagus

Gibb Bros. is a fully integrated company that was founded in 1957. The company has a network of farms in south east Queensland strategically located to grow quality vegetables all year round. Our farms are rich in soil and water quality, which produces approximately 1,200 acres of harvested crop per year. Our clients consist of the major supermarket chains, independent

retail grocers, the food service industry and exporters that range from all over Australia, the Middle East and South East Asia.

Our company also operates a trading floor at the Brisbane Wholesale Markets which trades six or seven days a week. Our business model allows us to supply from the farm gate to the consumer.

**Contact**  
Phone: +61 (0) 7379 9999  
Email: admin@gibbbros.com.au  
Mailing Address: PO Box 196,  
Brisbane Markets  
Suburb/Town: Rickaba  
State: Queensland  
Postcode: 4106

#### Harvest FreshCuts

Vacuum Packed Loose Boxes

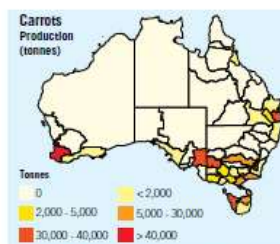
OneHarvest is a 100% Australian, 3rd Generation family owned business, having delivered fresh produce to Australians for around 30 years. We have recently launched fresh, cooked ready to eat broccoli to the Australian market. Our Vacuum Packed Loose Boxes are 100% all natural, Australian grown broccoli, already packed and cooked ready to eat. No added salt. No added sugar and all the hard work is done. These boxes are the perfect way to include an all natural, healthy and ready to eat vegetable into your shopping basket!

**Contact**  
Phone: +61 (0) 73712 3917  
Email: Sarah.kubikowski@oneharvest.com.au  
Mailing Address: PO Box 180  
Suburb/Town: Carole Park  
State: Queensland  
Postcode: 4300

#### Hussey & Co

Salad mixes, spinach, wild rocket, black cabbage, cress mix, peas, chard, minzina, coss lettuce, fennel, celery, broccoli and a range of herbs

Hussey & Co Pty Ltd was established 40 years ago in Piaracaldie on the Mornington Peninsula, Victoria, growing traditional vegetables. Since 1975, Hussey & Co has been credited as pioneers in Australia for the gourmet salad mix. The company's continual efforts to maintain a leading edge in technology operate all year around to maintain a continuity of supply for both Australian and export markets. The farm produces salad mix commodities like rocket,



minzina, spinach, fennel, peas, chard, a range of baby leaf lettuces and a variety of Asian greens. In addition to its farm production business, Hussey & Co is value adding by washing and packing a range of ready to eat retail product lines that are recognised as Australia's finest. Our single most important aim is to provide our customers with the very best quality product. It is our commitment to quality and placing our customers first that ensures our continual growth as a company.

**Contact**  
Phone: +61 (0) 59 786 313  
Email: admin@husseyco.com.au  
Mailing Address: PO Box 580  
Suburb / Town: Somerville  
State: Victoria  
Postcode: 3912

#### Jonsson Farms

Potatoes and avocados

The Jonsson Family are fourth generation farmers and graziers growing 2,000 tonnes of potatoes and 50,000 trays of avocados in a sub-tropical environment some 1,100 metres above sea level on the Atherton Tableland. Jonsson's Farm Market was built adjacent to the Cairns International Airport, employing 60 people with the vision to not only supply our current 12,000 customers, but also to export by sea and air to Asia. We believe northern Australia is climatically suited to supply northern hemisphere markets in their winter season. With Jonsson's Farm Market's existing supply chain in place and the huge potential to increase the diversity of both fruit and vegetables in our region, it is certainly an exciting challenge.

**Contact**  
Phone: +61 (0) 4058 9000  
Email: wjonsson@slaymsh.com.au  
Mailing Address: 457 Tumbullin Road  
Suburb/Town: Evelyn Central  
State: Queensland  
Postcode: 4888

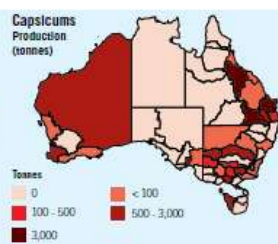
#### Kalfresh

Carrots, onions, green beans and pumpkin

Kalfresh Vegetables has grown from a small family-owned company into a multi-million dollar produce business which grows, packs and markets fresh vegetables: carrots, onions, green beans and pumpkins for customers in Queensland, Australia, and overseas. Kalfresh was started in 1992 by father and son team, Barry and Robert Hinrichsen in the Fassett Valley south west of Brisbane. Their vision was to unite growers under a common brand. We're passionate about creating the freshest, tastiest, nutrient-rich produce possible. Since then the business has grown and developed, and is now one of Queensland's leading vegetable production companies, boasting a state-of-the-art washing and packing facility and 1,500 acres under crop in the Fassett and Lockyer Valleys.

Managing Director Richard Garman joined the company in 1994 and in 2001 became a partner. He now oversees the day-to-day operations, supported by a dedicated team of staff. The farming operation continues to be overseen by Agricultural Director Robert Hinrichsen. Kalfresh - you can taste the difference.

**Contact**  
Phone: +61 (0) 75623 7290  
Email: info@kalfresh.com.au  
Mailing Address: PO Box 104



Suburb/Town: Kallar  
State: Qld  
Postcode: 4309

#### Marrone Fresh

Swedes, turnips, parsnips, beetroot, daikon radish, pre-pack parsnips, soup parsnips, baby beetroot.

Marrone Fresh was established in 1993 by Tony and Maxine Marrone after a long association with local horticulture. Specialising in boutique fresh fruit blend traditional cooking values with modern restaurant demand, Marrone Fresh has a number of farm suppliers covering the Adelaide plains, the south east, and the Riverland of South Australia. It also extends interstate, for example, in Galton, Queensland.

The diversity of sources reduce supply risk due to local issues such as flooding, pests and water restrictions. Marrone Fresh has branched our premium line of fresh parsnip White Gold. The highest quality parsnips sourced from South Australia and Queensland are available all year round. Swedes, beetroot and turnip complete our current range of available produce. We have now introduced complimentary lines of produce, including daikon radish.

**Contact**  
Phone: +61 (0) 8208 9081  
Email: tony@marronefresh.com.au  
Mailing Address: 20 Beadell Street  
Suburb/Town: Blurton  
State: South Australia  
Postcode: 5110

#### The Organic Farm Gate

All organic avocado, broccoli, carrots and jacking carrots, celery, corn, lettuce, potatoes (Belagen, Dutch Cream, Near Dreyf)

Appendix 3 – Seasonality Chart

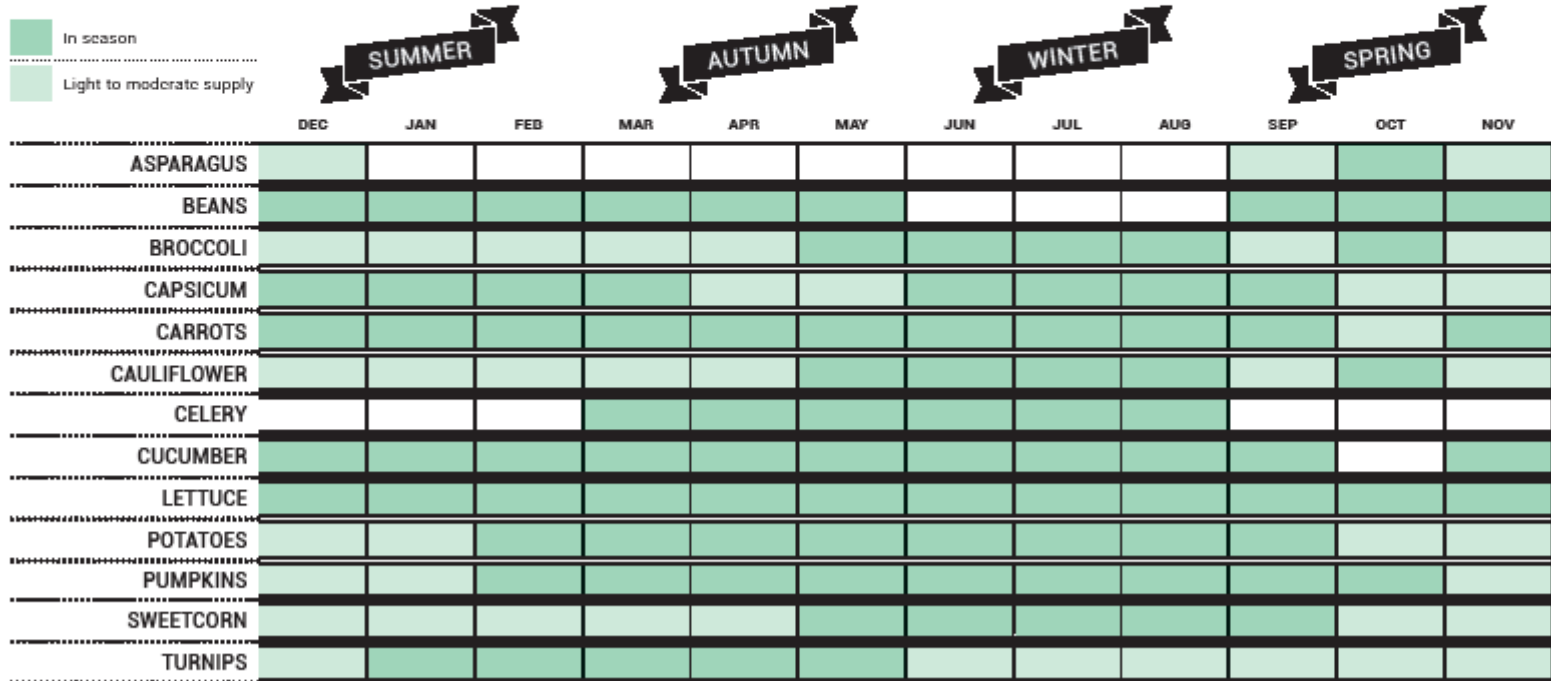
# AUSTRALIAN VEGETABLES



Fresh. Clean. Safe.

Contact AUSVEG on:  
+61 3 9882 0277, or email  
export@ausveg.com.au

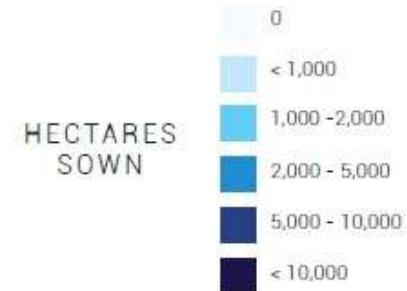
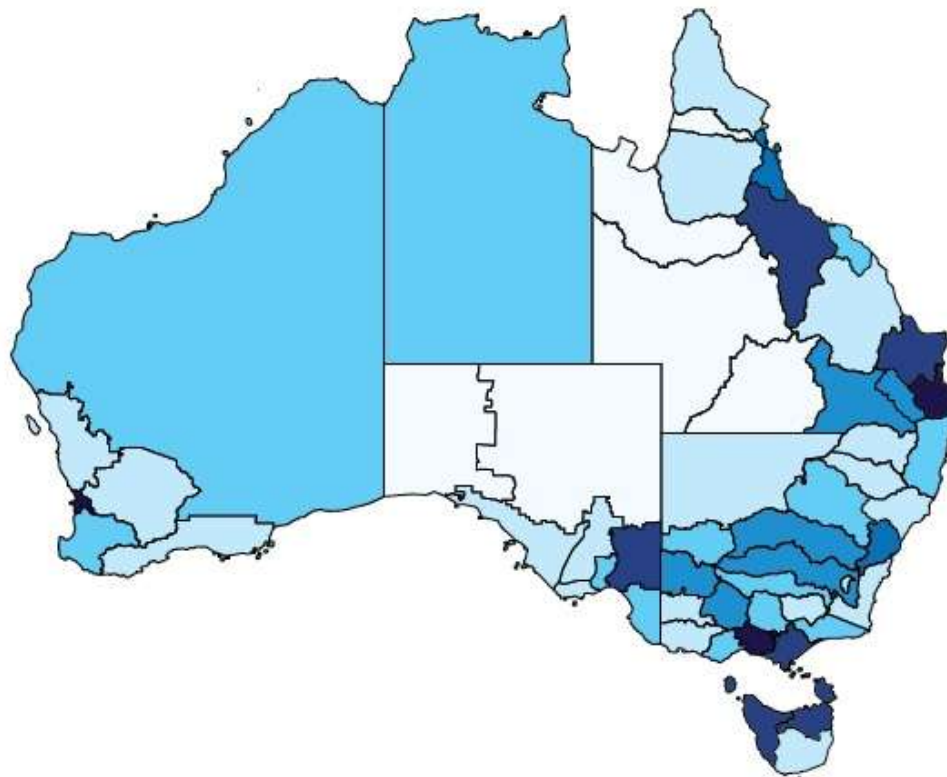
## SEASONALITY CHART



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# AUSTRALIAN VEGETABLES

## GROWING AREAS




## KEY TO STATES



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**HAL**  
*Horticulture Australia*

# **HORTICULTURE AUSTRALIA LIMITED**

The industry-owned, rural research and development corporation (RDC) for the Australian horticulture sector.

Horticulture Australia Limited (HAL) is the leading RDC for the horticulture R&D on behalf of Australian industry. HAL currently works across 43 separate industries and more than 80 commodity groups including fruit, nuts, vegetables, mushrooms, nursery, turf and cut flowers.

## Appendix 6 – Ecopot Collateral



*Ecopot design template*



*Ecopot standard design*



*AUSVEG ecopot finished product*

Appendix 7 – Show bags



*Australian Vegetables show bag design*



*Australian Vegetables show bag final product*

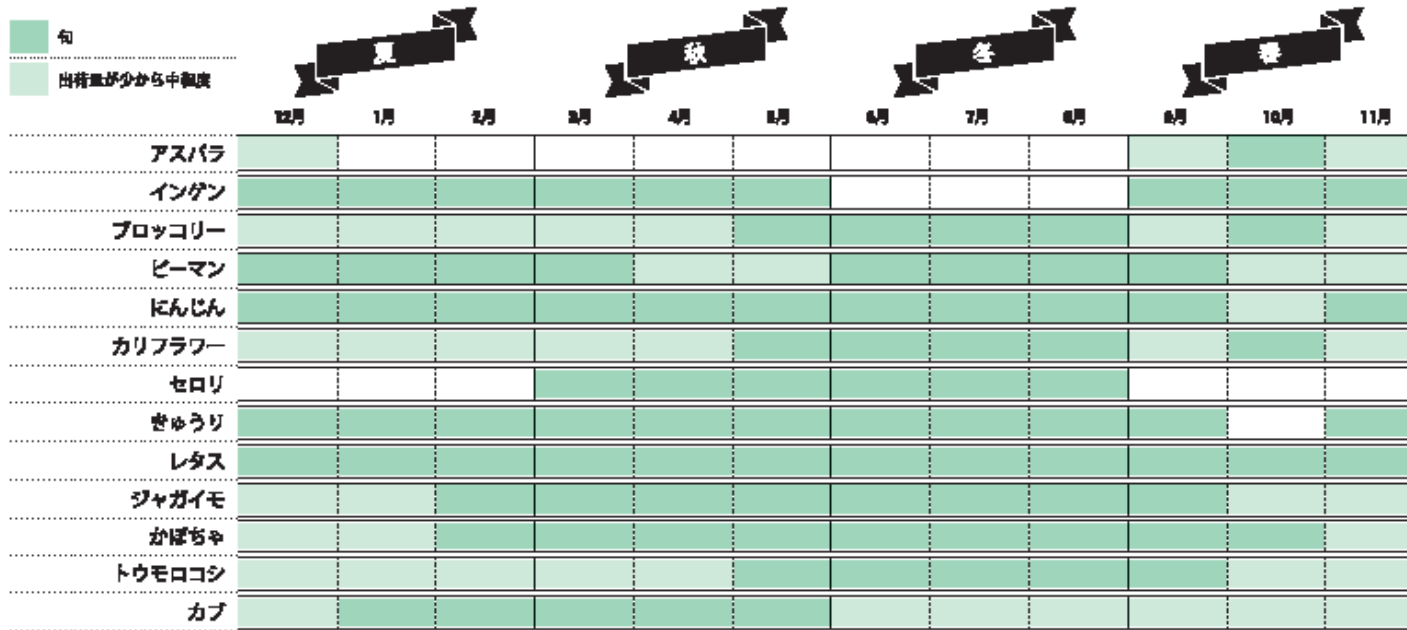
# オーストラリア産の野菜



新鮮・清潔・安全

AUSVEGの連絡先:  
+61 8 9882 0277, 又は電子メール  
aov@ausveg.com.au

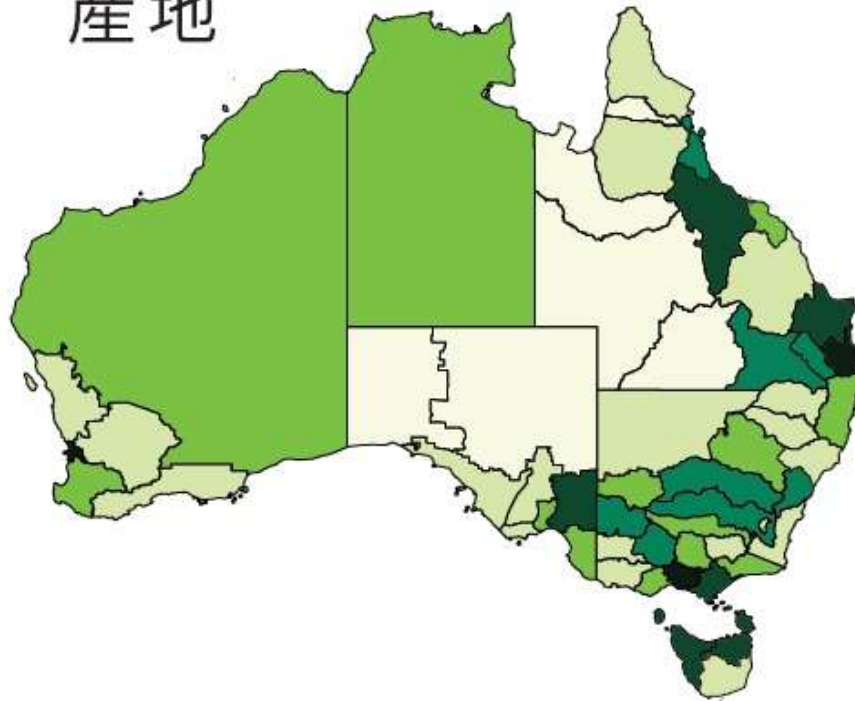
## 旬の表



このプロジェクトは、全豪野菜加工業及びその関連に当たるオーストラリア政府の補助金によってHALが運営しています。

# オーストラリア産の野菜

産地



オーストラリア地図



このプロジェクトは、全国野菜産産会及びその同額に当たるオーストラリア政府の補助金によってHALが運営しています。

## Appendix 10 – Application Form



### Application form

#### Introduction

This project will allow up to six (6) levy-paying vegetable growers to attend and exhibit at Asia Fruit Logistica in Hong Kong. Growers will be accompanied by AUSVEG representatives and industry representatives.

Asia Fruit Logistica will run from 3-5 September 2014, with the entire duration of travel to be from 2-6 September. Asia Fruit Logistica is held in Lantau, Hong Kong with the venue being located only one minute from Hong Kong International Airport.

#### Costs

This project is fully funded by HAL using the National Vegetable Levy and matched funds from the Australian Government.

#### Costs cover:

- All domestic (Australia) air travel
- International air travel
- Airport tax
- All land travel
- Single room accommodation
- All meals and tips for the duration of the trip

Tour participants will be responsible for personal expenses, including spending money.

#### Accommodation

All accommodation will be pre-arranged. Accommodation is in single rooms unless otherwise requested.

#### Application form

If you are interested in attending, please complete the application form below and return it to AUSVEG via [export@ausveg.com.au](mailto:export@ausveg.com.au) or fax to (03) 9882 6277 as soon as possible. For further information please contact AUSVEG on (03) 9882 0277 or visit [www.ausveg.com.au](http://www.ausveg.com.au).

AUSVEG

This project is funded by HAL using the National Vegetable Levy and matched funds from the Australian Government.



### Application form

#### Personal details

Surname  First

Preferred  Title  Age  DOB

Home address

Home phone  Home fax

Email

Mobile phone  Gender (tick) Male  Female

Nationality

Please provide emergency contact or next of kin details for two people:

Name  Relationship to you

Phone and email

Name  Relationship to you

Phone and email

AUSVEG

This project is funded by HAL using the National Vegetable Levy and matched funds from the Australian Government.



### Application form

#### Selection Criteria A

Please explain in a few lines how you are actively involved in a vegetable growing related business.

.....

.....

.....

.....

.....

#### Selection Criteria B

Please explain how you are currently actively involved in export. If you are not currently involved, please explain the steps you are taking to become export ready.

.....

.....

.....

.....

.....

AUSVEG

This project is funded by HAL using the National Vegetable Levy and matched funds from the Australian Government.



### Application form

#### Selection Criteria C

In 50 words or less, please explain why you would like to attend Asia Fruit Logistica.

.....

.....

.....

.....

.....

#### Participation

I acknowledge that if I am selected and accept the offer of a position on the tour, my name and contact details, including my organisation and position within the organisation, will be provided to Horticulture Australia Limited (HAL).

Applicant's signature  Date

AUSVEG

This project is funded by HAL using the National Vegetable Levy and matched funds from the Australian Government.



## Asia Fruit Logistica 2014 Delegate Feedback

1. Overall, how would you rate the Vegetable Industry presence at Asia Fruit Logistica in terms of:

	Poor	Fair	Average	Good	Excellent
Asia Fruit Logistica stand					
Events associated with the stand					
Information material provided to stand visitors					

COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. How would you rate the following points :

	Poor	Fair	Average	Good	Excellent
Trade Show and its value in terms of business opportunities					
Interest shown from Buyers in Australian vegetables					
Information collected during the trade show					

COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. Which aspects of the attendance to Asia Fruit Logistica did you find useful? (1 lowest rating and 6 Highest)

	Poor	Fair	Average	Good	Excellent
Gaining a better understanding of international considerations					
Meeting with International buyers, exporters and importers					
Meeting and networking with other growers					
Keeping updated on industry trends and practices around the world					

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. After your exposure at Asia Fruit Logistica, what do you think the vegetable industry need to address to further promote export opportunities to Asia?

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. How could we improve our participation?

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Do you have any other comments in regards to Asia Fruit Logistica?

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_