

TRADE MISSION TO ASIA FRUIT LOGISTICA 2022

ASIA FRUIT
LOGISTICA

In 2022, Asia Fruit Logistica is moving to Bangkok where the first-ever edition of Asia Fruit Logistica was hosted back in 2007, an ideal venue as Asia's number one international trade show for fresh fruits and vegetables celebrates its 15th anniversary in 2022.

AUSVEG will be leading a trade mission delegation to attend and exhibit at this prominent fresh produce trade event. Export-ready, **levy-paying vegetable, onion and melon grower-exporters** are invited to apply to attend this trade mission in Thailand.

There are limited number of part-funded positions available for levy-paying vegetable, onion and melon grower-exporters to participate in this trade mission.

Applications close Monday 26 September 2022 -

apply now by filling in the application form attached to this flyer. An application form must be submitted to AUSVEG via email to export@ausveg.com.au or to andrea.lin@ausveg.com.au. The outcome of your application will be notified via email.

LOCATION:

Bangkok, Thailand

DATE:

30 Oct - 5 Nov 2022

COST:

Cost to participate is \$2,500 (including GST) and includes flights, accommodation and other costs associated with travel to Thailand.

FOR MORE INFORMATION:

P: 03 9882 0277

E: export@ausveg.com.au

ABOUT

Asia Fruit Logistica covers the entire fresh produce industry value chain, and its supply chain service support companies, as well as the latest, innovative products and ideas. It offers a unique opportunity to develop new business, make new top-level contacts, and gather essential market information on every aspect of the fresh produce trade throughout the entire Asian region.

AUSVEG has secured a 90sqm2 space at this tradeshow. The stand is located within the Australian pavilion and within close proximity to the Austrade and Hort Innovation stands. Incorporating Australia's nation brand, the AUSVEG stand will provide a centralised

space for fruit and vegetable growers to meet with international buyers and businesses from across Asia.

This trade event program will involve the following opportunities:

- » Building your knowledge of the local supply chain and participating in a market insights tour.
- » Gaining introductions to retailers, importers, and wholesalers in the market.
- » Exhibiting and showcasing your products to international fresh produce buyers.

For more information on Asia Fruit Logistica, please visit www.asiafruitlogistica.com

ELIGIBILITY CRITERIA

- » All positions on international trade missions funded through the Multi-Industry Export Program – Vegetables, Onions, and Melons (MT21009) are restricted to businesses that pay the National Vegetable, Onion, and Melon Levies.
- » A limited number of part-funded positions are available for levy-paying vegetable, onion, and melon growers on this trade mission. To confirm your levy status, please provide a recent copy of your Levy Remittance Advice document along with this application form to export@ausveg.com.au.

ADDITIONAL REQUIREMENT

- » Participants are required to make a contribution of \$2,500 (plus GST) toward the cost of this mission.
- » Costs will cover flights, accommodation and other costs associated with travel to Thailand.
- » Participants must agree to mission terms and conditions.
- » All sections must be completed.
- » Completing your registration does not guarantee your participation, nor does it bind you to participation.

PRELIMINARY PROGRAM (subject to change)

MONDAY 31 OCTOBER	TUESDAY 01 NOVEMBER	WEDNESDAY 02 NOVEMBER	THURSDAY 03 NOVEMBER	FRIDAY 04 NOVEMBER	SATURDAY 05 NOVEMBER
Arrive in Bangkok, Thailand	Market Insights Tour - Bangkok	AFL Tradeshow Day 1, QSNCC	AFL Tradeshow Day 2, QSNCC	AFL Tradeshow Day 3, QSNCC	Return to Australia



Please check the following boxes.
 My company is a:

Vegetable
 Levy Payer

Onion
 Levy Payer

Melon
 Levy Payer

1. PARTICIPANT DETAILS

First Name:

Last Name:

Company Name:

Job Title:

Mobile Phone:

Email:

Crops grown (list all for display purposes):

Postal/Business Address:

Website:

2. EXPORT EXPERIENCE Please check all that apply:

Not Export Ready

Interested in Commencing Export

Recommencing Export

New to Export (< 1 year)

New to Export (1 to 2 years)

Direct Exporter

New to Middle Eastern Markets

New to ASEAN Markets

Indirect Exporter

A. Have you exported before?

Yes

No

If yes, please list the countries to which you have previously exported and the approximate volume of your worldwide exports for the last two calendar years or prior to COVID-19:

B. Have you exported to Thailand before?

Yes

No

If yes, please provide the approximate volume of your exports for each of the last two calendar years or prior to COVID-19, to Thailand:

C. Are you aware of the exporting requirements to Thailand?

Yes

No,
 please visit: Micor

If yes, please provide a brief explanation to the exporting requirements to Thailand for your product, i.e. MRL requirements etc.

3. SELECTION CRITERIA AND OBJECTIVES

A. Please outline your role in the business and how your participation would contribute to the trade mission and to your business:

B. Please rank in order of importance your objectives for participating in this trade mission:

(1 = highest; 8 = lowest)

Exposure to new business prospects

Developing new products

Product testing/market research

Immediate sales

Finding distributor

Long-term sales

Finding new packaging solutions

Networking with industry colleagues

C. Please outline the length of time your business has been exporting, both directly and indirectly:

D. If you are not currently exporting, please explain the steps you are taking to become export ready:

3. SELECTION CRITERIA AND OBJECTIVES (cont.)

E. Please outline your export plan and market focus over the short, medium and long term:

Short Term

Medium Term

Long Term

PARTICIPANT RESPONSIBILITIES

Any successful applicant is required to agree to the following responsibilities:

1. Participants must provide required documentation / information in a timely manner.
2. Participants must submit required documentation by deadlines; do not send cartons/products not included on the Freight Form (can jeopardise entire consolidated shipment).
3. Participants must attend all scheduled official events.
4. Participants must be able to get to and from the tradeshow each day via either taxi, or the public transport option provided.
5. Participants must conduct themselves in a professional manner having regard to the spirit and intent of the trade mission.
6. Participants must dress professionally and act consistently with their responsibilities in all interactions, both during and after official program events.

Please check the below to acknowledge you have read and understood your responsibilities as a funded trade mission participant.

I agree

I disagree

Participation

I acknowledge that if I am offered a position on this trade mission, my name and contact details will be provided to Hort Innovation.

Signature:

Date: