

TRADE MISSION TO GULFOOD 2023

Gulfood

Gulfood is one of the world's largest annual food and beverage sourcing events. The Middle Eastern region is an important trading partner for the Australian vegetable and onion industries, with the United Arab Emirates being the second largest export destination for Australian vegetable and onion exports.

AUSVEG will be leading a trade delegation to attend and exhibit at this world class international food and beverage event in February 2023. Export-ready, levy-paying vegetable and onion grower-exporters are invited to apply to attend this trade mission to Dubai.

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

Applications close Wednesday 11 January 2023

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. The outcome of your application will be notified via return email.

LOCATION:

Dubai, UAE

DATE:

18 - 24 Feb
2023

COST:

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

WHAT'S PROVIDED:

AUSVEG will provide support costs associated with the exhibition at Gulfood, freight and shipment of product samples as well as other trade mission related costs.



AUSVEG GULFOOD 2023 Trade Mission Application Form



ABOUT

Gulfood is one of the world's largest annual food and beverage sourcing events. The trade event welcome more than 90,000 trade professionals and visitors from across the globe and attracts over 4,000 companies from more than 120 countries exhibiting in the MENA region each year. The Middle Eastern region is an important trading partner for the Australian vegetable and onion industries, with the United Arab Emirates being Australia's second largest export destinations for Australian vegetable and onion exports.

In 2023, AUSVEG has secured a 64sqm space at this tradeshow. The stand is located at the World Food Sector within the Australia pavilion and is located right next to the Austrade stand. AUSVEG will be incorporating

Australia's nation brand as well as providing a centralised space for fruit and vegetable growers to meet with international buyers and businesses from across the MENA region.

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 Gulfood, please visit www.gulfood.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 only.
- » 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 Dubai.
- » 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)

SATURDAY 18 FEBRUARY	SUNDAY 19 FEBRUARY	MONDAY 20 FEBRUARY	TUESDAY 21 FEBRUARY	WEDNESDAY 22 FEBRUARY	THURSDAY 23 FEBRUARY	FRIDAY 24 FEBRUARY
Arrive in Dubai, United Arab Emirates	Market Insights Tour – Dubai & Booth Bump-in	Gulfood Tradeshow Day 1, DWTC	Gulfood Tradeshow Day 2, DWTC	Gulfood Tradeshow Day 3, DWTC	Gulfood Tradeshow Day 4, DWTC	Gulfood Tradeshow Day 5, DWTC Return to Australia

Please check the following boxes.
 My company is a:

Vegetable
 Levy Payer

Onion
 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 United Arab Emirates

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 United Arab Emirates:

C. Are you aware of the exporting requirements to United Arab Emirates?

Yes

No,
 please visit: Micor

If yes, please provide a brief explanation to the exporting requirements to United Arab Emirates 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: