



**FHA** 25-28  
FOOD & BEVERAGE APRIL 2023  
SINGAPORE EXPO



# TRADE MISSION TO FHA FOOD & BEVERAGE SINGAPORE 2023

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FHA-Food & Beverage is the largest food and beverage trade event in Asia, bringing together the global food and hospitality community. This trade event offers valuable access to quality buyers including distributors, importers, manufacturers and retailers, and attendees will gain valuable insights into future trends and developments in the food and beverage industry in this South East Asian market.

Singapore is a top export destination for Australian vegetable and onion industries, importing over 18 per cent of Australian fresh vegetables and onions annually. Exhibiting at the FHA- Food & Beverage event will provide a great opportunity for Australian vegetable and onion grower-exporters to showcase their products to potential buyers in Singapore and other parts of Asia.

AUSVEG will be leading a trade mission delegation to attend and **exhibit at this international food and beverage event in April 2023**. This trade mission is open to all export-ready, levy-paying vegetable and onion grower-exporters. Participants will benefit from the expertise and support of industry experts, as well as the opportunity to network with key stakeholders in the Singaporean market.

**This trade mission program will include a range of activities and involve the following opportunities:**

- » Building your knowledge of the local supply chain and participating in a market insights tour, including retail stores and warehouse visits.
- » Gaining introductions to retailers, importers, and wholesalers in markets from across Asia.
- » Exhibiting and showcasing your products to international fresh produce buyers at a dedicated Australian fresh produce tradeshow booth.

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

## **Applications close Monday 27 March 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](mailto:export@ausveg.com.au).

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

### **LOCATION:**

Singapore

### **DATE:**

Sunday 23 April -  
Friday 28 April 2023



# AUSVEG FHA-Food & Beverage 2023 Trade Mission Application Form



## COST:

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

## WHAT'S PROVIDED:

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

For more information on FHA-Food & Beverage, please visit:  
[www.fhafnb.com](http://www.fhafnb.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](mailto: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 Singapore.
- » 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)

| SUNDAY<br>23 APRIL  | MONDAY<br>24 APRIL                               | TUESDAY<br>25 APRIL                 | WEDNESDAY<br>26 APRIL               | THURSDAY<br>27 APRIL                | FRIDAY<br>28 APRIL                                       |
|---------------------|--------------------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|----------------------------------------------------------|
| Arrive in Singapore | Market Insights Tour – Singapore & Booth Bump-in | FHA Tradeshow Day 1, Singapore Expo | FHA Tradeshow Day 2, Singapore Expo | FHA Tradeshow Day 3, Singapore Expo | FHA Tradeshow Day 4, Singapore Expo; Return to Australia |

## 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

New to Export

**New to Singapore market**

Direct Exporter

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 Singapore 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 Singapore:

### 3. SELECTION CRITERIA AND OBJECTIVES

A. Have you participated in a trade mission with AUSVEG before?

Yes

No

#### If you answered 'YES'

1. Which trade mission(s) have you participated in before?
2. What were your goals for those trade missions?
3. What were some of the challenges you faced during those trade missions?
4. What were some of the successes you achieved during those trade missions?
5. How did those trade missions help you to expand your business?

#### If you answered 'NO'

1. What motivated you to apply for this trade mission?
2. What are your goals for participating in this trade mission?
3. What do you hope to achieve by participating in this trade mission?
4. What steps have you taken to prepare for this trade mission?

### 3. SELECTION CRITERIA AND OBJECTIVES (cont.)

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

**C. 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

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

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

### 3. SELECTION CRITERIA AND OBJECTIVES (cont.)

**F. 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: