



Australian Government
Austrade



Market Briefing



USA Food and Beverage Seminar - Melbourne

Identifying the challenges and opportunities within a changing economic landscape in the world's largest retail market

Why you should attend this seminar

- Develop the knowledge needed to succeed in the American food and beverage market.
- Access information on opportunities available to food companies in the retail sector.
- Understand the realities of exporting to specific regions within this market.
- Learn what impact the current economic situation will have on consumer buying habits and trends in the food industry.
- Overview on the distribution model for the retail sector.
- Receive expert advice from an experienced Business Development Manager in the Region and an Australian company who has had success entering the US market
- Hear about the support services provided by the Victorian Government to companies seeking to export into the US market.

Speaker:

Linda Tom

Business Development Associate
San Francisco



Linda Tom is one of nine Austraders on the USA Food and Beverage Team based in San Francisco, California. She specialises in retail food sector with a focus on healthy and organic products. Her major initiatives include the Winter Fancy Food Show and Unwrapped USA, a new program designed to help exporters determine their viability in the US retail market. Linda has been with Austrade for 4 years and has over 9 years of experience in corporate sales and marketing.

Limited places - register now

Don't miss your chance to get the latest market information.

RSVP by calling Kayla Symons by email Kayla.symons@iird.vic.gov.au before 12th November 2008.

This event is hosted in collaboration between Austrade and the Department of Innovation Industry and Regional Development.

Date:

Wednesday, 19 November

Venue:

Investment Centre of Victoria

Level; 46, 55 Collins Street
Melbourne, VIC

Time:

11am-1pm

Cost

This event is free

Refreshments will be provided

Who should attend?

Innovative Australian "new to export" and/or "new to market" food and beverage companies seeking further information about opportunities in the US Food and Beverage industry for the retail sector.

Targeted food sectors

- Specialty/Gourmet
- Cheeses
- Organics/All Natural
- Beverages
- Confectionery
- Snacks/cookies

"The USA is the largest food and beverage market in the world, valued at more than US\$1 trillion."