



Australian Government
Austrade



After success in Australia, Fine Food is now coming to New Zealand

Fine Food New Zealand, 13-15 June 2010 – participate in the Austrade Pavilion

Fine Food New Zealand is a partnership between the organisers of New Zealand's top food and beverage consumer event, 'The Food Show' and Diversified Exhibitions, who have organised Fine Food in Australia for 25 years. Fine Food New Zealand will be a biennial event and is an opportunity for Australian food, drink and equipment suppliers to launch or reinforce their brands within the New Zealand market. Austrade plans to coordinate a group display of Australian businesses on an 'Australian Pavilion'. We seek expressions of interest for this exciting new opportunity.

Please find below information about both Fine Food NZ and the proposed Australian Pavilion. The Australian Pavilion will have space to accept a maximum of 12 Australian businesses and as a group display, can offer many benefits over and above what can be achieved by going solo.

Benefits of participating in the Pavilion:

- A heightened presence – the Australian Pavilion stand is located in a high traffic, central location and in close proximity to major events at the show
- Inclusion in the PR campaign of the event organisers and promoted as a major feature of the show
- Advice and referrals for freight of samples to New Zealand with a recommended Austrade freight provider
- Pre-show briefing and introductions to local industry contacts in the Austrade network
- Pre-show e-mail marketing campaign to targeted buyers throughout New Zealand and home page banner and promotion on the Fine Food New Zealand website
- Pre-show e-mail marketing campaign by Austrade's Pacific network to their local buyers to attract them to visit Fine Food New Zealand. This would include Fiji, PNG and other Pacific Island nations
- On site assistance from Austrade Auckland with business matching advice
- Invitation to Austrade networking function with local customers and industry contacts
- Two hours of tailored Austrade in-market assistance to help maximise business outcomes from participation, which could include setting up individual meetings for participants
- Practical support during the show by the Austrade Auckland team.

Express your interest today

Our objective is to maximise the opportunities for Australian food, drink and equipment companies by presenting them under one banner at Fine Food New Zealand. Having a group presence we have more power, more clout and are more likely to achieve successful outcomes for all involved.

Cost: (approximate)

AUD\$3,800

Dimensions of individual space:

2.2m x 2m

The Australian Pavilion will include some storage.

Deadline to confirm participation with Austrade:

Friday 16 October 2009

If you're interested in exhibiting within the Australian Pavilion and would like more details, register your interest now by contacting:



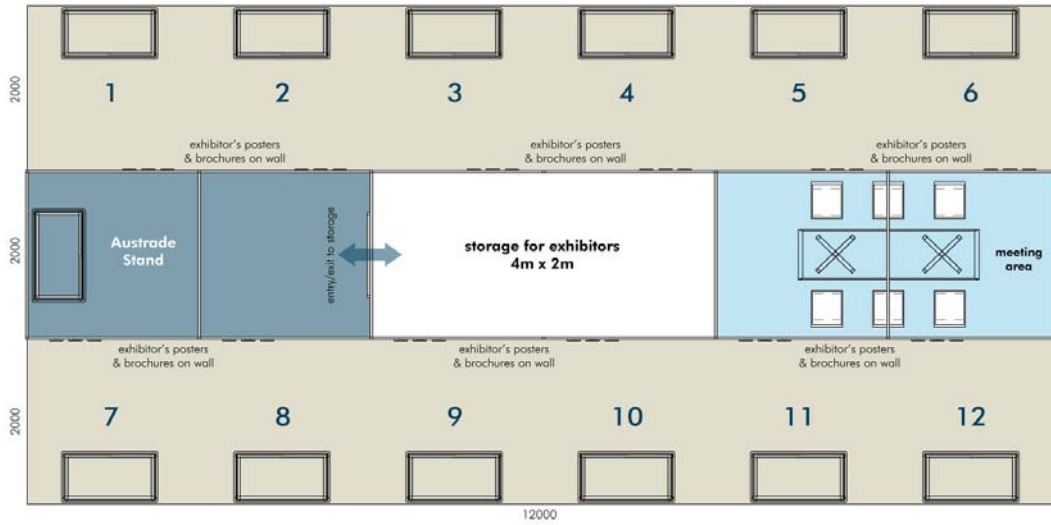
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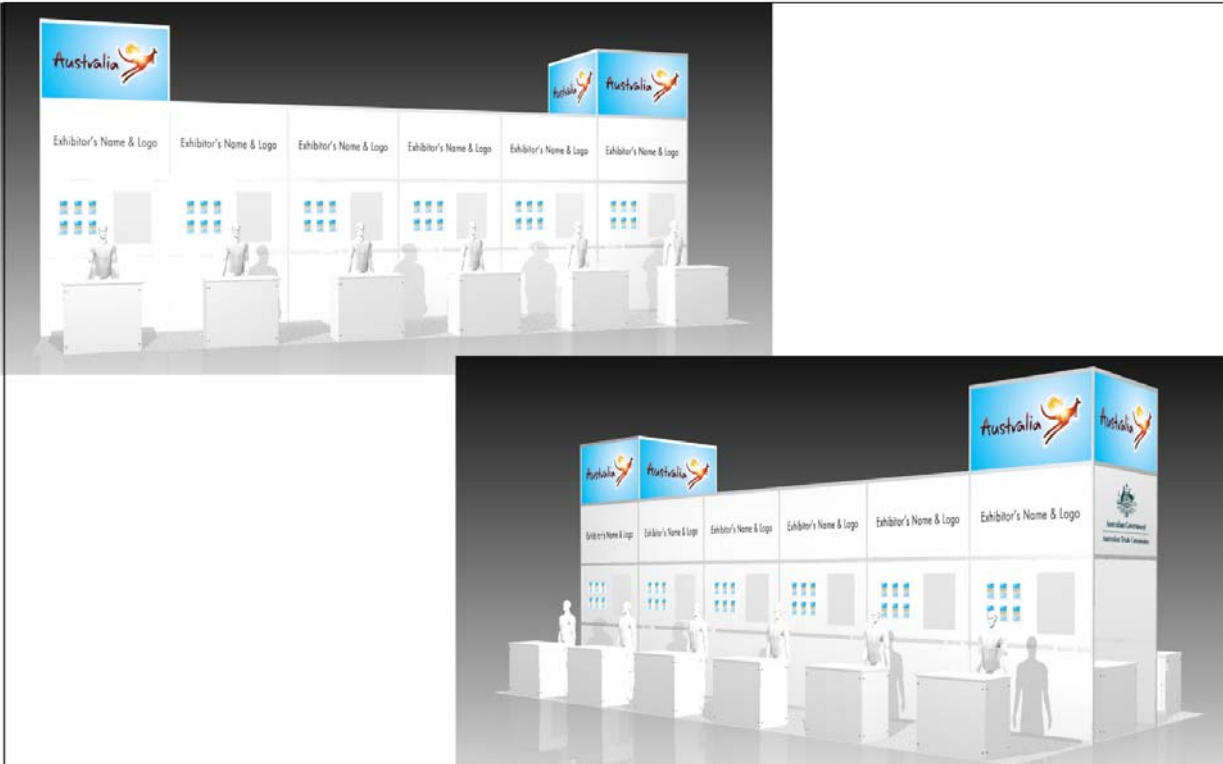




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| Drawing Title Floor Plan | Event Date 13-15 Jun 2010 | Project Exhibition Stand Setup 12m x 6m | Date 24 Aug 2009 | | |
| Venue ASB Showgrounds | Stand No. N/A | Scale 1:50 | | | |



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| Drawing Title View 3 | Event Date 13-15 Jun 2010 | Project Exhibition Stand Setup 12m x 6m | Date 24 Aug 2009 | | |
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