



Successfully growing your ASEAN food & beverage business

Seminar: Practical steps to engaging with Australia's largest trade market.

The ASEAN* region represents a \$A 4.5 billion food and agribusiness market for Australia. The ASEAN, Australia-New Zealand Free Trade Agreement (AANZFTA) which came into effect on 1 January 2010, is set to increase business engagement through tariff reductions, making now the time to grow your food and agribusiness exports to South East Asia. Attend this seminar to gain practical advice on taking the next steps.

Speakers direct from market

Ross Bray, Austrade's Manila based Industry Team Leader for food & beverage and agribusiness in ASEAN, with 10 years experience in the region, accompanied by a major buyer from the market will present on the **practical benefits of the agreement** and discuss the opportunities and challenges of doing business in the food and agribusiness sectors.

Key benefits of attending

- Gain the latest insights into the ASEAN food and agribusiness market conditions
- Identify which markets to target and when in light of the tariff rate changes under the AANZFTA.
- Get the buyer perspective first hand so you can hone your market strategies from Richard Lovell from **CP Merchandise** of Thailand (TBC)
- Understand and be prepared for the challenges facing food and agribusiness exporters in major markets.
- Find out how you can access buyers at key regional events including Food and Hotel Asia 2010 (20-23 April, Singapore).

Register now for this free seminar

Find out why ASEAN is now the place to grow your business – register online at www.austrade.gov.au/ASEANFB or call 13 28 78.

*ASEAN markets: Brunei, Burma, Cambodia, Indonesia, Laos, Malaysia, Singapore, Philippines, Thailand & Vietnam

Important information

Date: 12 March 2010

Time: 8:30 – 10:30am

Location: Level 46, 55 Collins St, Melbourne

Cost: Free of charge

RSVP by: 05 March 2010

Who should participate?

Businesses new to; or currently exporting from the food and beverage sector:

- Dairy
- Functional foods
- Horticulture
- Meat
- Seafood
- Beverages
- Wine

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