

Food group's Asian success

THE Plenty Food Group is a local business success story, which is continuing to increase its presence in the overseas market.

The local food manufacturer, which is an initiative of the Whittlesea City Council, was a representative at the recent Asia Pacific Business Exhibition.

Council's Director of Economic Development, John Francis, said one week after the exhibition was held in Hong Kong, orders worth tens of thousands of dollars had been placed for the locally made product.

The Plenty Food Group is a network that assists small, medium and large companies involved in food processing or in supplying products

or services to the food industry.

Established more than three years ago and supported by the City of Whittlesea and Hume City Council, participants use group buying power to gain discounts from suppliers. They also share knowledge and expertise, and participate in workshops of relevance to their industry.

The Asia Pacific Business Exhibition is one of the largest Asian exporting events and can dramatically increase the success of a business in the Asian market.

The Plenty Food Group was part of the Australian pavilion at the exhibition, which was the largest international contingent in attendance.

The Plenty Food Group stand at the four day exhibition provided excellent exposure of locally made meat, confectionary, cheese, bakery, drink and speciality products.

Seven local manufacturers attended the event and a further 15 could potentially benefit from the leads that have been developed in China, Japan, Indonesia, Malaysia, Greece, Korea and other countries.

"The Asia Pacific region is of great importance to exporting food manufacturers," Mr Francis said. "This market place is rapidly growing, offering opportunities to grow and strengthen our local food industry at an international level."

The exhibition not only promotes

local food manufactures but Melbourne's north as well as the manufacturing hub of Victoria to a worldwide audience, giving a much-needed boost for local manufacturing companies.

Mr Francis said that the food industry is of growing importance to the region.

"We already have a strong local industry and this is set to expand with the relocation of the Melbourne Wholesale Fruit, Vegetable and Flower Market to Epping in 2010," he said.

"We want to make sure that local companies are in the best possible position to take advantage of the opportunities available."