



CITCSA and Wildcatch Fisheries SA invite you to participate in:

SEAFOOD FOOD MISSION TO BRUSSELS, LONDON, HONG KONG and MACAU from APRIL 26th – MAY 9th 2009

- **Attend the European Seafood Exposition in Brussels April 28-30th 2009**
Join buyers from more than 150 countries at the largest seafood event in the world.

Exhibitors from all over the world will be there to show you **every category** of seafood products: fresh, canned, frozen, and value-added seafood; storage, processing, and handling equipment; a host of seafood-related services including freight-handling, insurance, and information technology
Source and **compare** seafood products, suppliers, and prices
Learn about emerging industry trends and technologies
Sample the **newest, most innovative products** before they reach the consumer market,

- **Visit the Sydney Fish Market enroute which demonstrates worlds best practice in selling seafood**
- **Visit the London Fish Market and visits to key retail buyers**
- **Participate in food mission to Hong Kong, and Macau or Shenzhen with industry visits to hotels, restaurants, supermarkets, and retail outlets, and the sea and air ports.**
- **Visit to Hong Kong Food Expo (HOFEX) May 6-9 2009**

HOFEX is the key biennial food event in North East Asia which attracted 29,000 trade visitors from 72 countries and there were 1800 exhibiting companies in 2007.

The cost for the full Trade Mission will be approximately \$10,000 including mission fee, airfares and accommodation. Options to participate in only the European leg or the Hong Kong leg are available.

A travel package which includes return economy airfares from Adelaide is being negotiated.

Grants for Exports

Grants of up to \$5000 on a matching \$:\$ basis are available to successful applicants under the State Government's Market Access Program (MAP). Eligible costs up to prescribed limits can cover some of the costs of travel, accommodation, mission participation fee, freight and tradeshow fees. Applications need to be submitted before you leave, next round closes March 15th2009. Information at www.southaustralia.biz

Interested

Contact: Ken Meek is the Mission Coordinator who has extensive experience in the seafood industry and has previously visited the European Seafood Exposition in Brussels. He can be contacted on M: 0418373001 or email m2@senet.com.au Alternative contact is Barry Salter, Manager at CITCSA ph 83000110 or barry.salter@citcsa.org.au

Expressions of interest close Friday March 6th. A deposit will then be required to confirm your participation.