



2010-11 MARKET DEVELOPMENT PROGRAM

Industry Associations Food Adelaide and Flavour SA are focused on delivering Market Development initiatives in both the Australian and international food marketplace on behalf of industry.

INTERNATIONAL:

Delivering industry endorsed international market development initiatives, which reflect the capabilities, growth opportunities and priority areas of the South Australian food and beverage industry.

DOMESTIC:

Working with industry to leverage domestic opportunities and build relationships which grow South Australia's food and beverage industry.

TRADESHOWS

Two priority tradeshows will be identified and implemented with industry:

- Fancy Foods USA, San Francisco
January 16-18, 2011
- Taste India – Mumbai
27-29 January 2011
- Gulfood – Dubai
27 Feb – 2 March 2011
- Int. Food & Drink Exhibition – London
13-16 March 2011
- European Seafood Exposition – Belgium
3-5 May 2011
- Hofex - Hong Kong
11-14 May 2011
- Food & Hotel China - Shanghai
June 2011

IN-MARKET MISSIONS

Delivering *two international market missions* in new, emerging or established export markets.

INTERNATIONAL BUYERS

Creating awareness of, and consolidating commercial relationships with international customers through coordination of *six international buyer* visits to South Australia.

IN-MARKET FOOD SERVICE AND RETAIL PROMOTIONS

Developing promotional formats with food service and retail partners in target markets, to educate international consumers and showcase South Australia's food and beverage sector.

TRADESHOWS

**Fine Food – Melbourne, 13 – 16 September 2010:
Melbourne Convention & Exhibition Centre**

Alternating between Sydney and Melbourne each year, it is Australia's largest food show, attracting over 30,000 domestic and international visitors.

IN-BOUND BUYERS

October 2010: Connecting South Australian companies with decision makers in Australia's *food service sector*.

THINK FOOD AND IN-BOUND BUYERS

March 2011: An SA based trade event to engage interstate and local buyers and distributors with South Australian food and beverage companies.

MARKET AWARENESS MISSION

September 2010: Increasing market awareness of, and building relationships with interstate partners.

Note: All activities will be undertaken on the basis of demonstrating tangible commercial benefit, industry support and investment. July 2010

For more information regarding international events, please contact Food Adelaide:
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For more information regarding domestic events, please contact Flavour SA:
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FoodAdelaide
Australian Food Exporters Group

