



The Food Industry Association Inc.

SOUTH AUSTRALIAN

# Food Centre

## Getting your product to market

### Do you want to enter new interstate markets?

Entering new local or interstate markets is an opportunity for you to get the right product into the right market at the right time.

- Do you have the capacity to expand into new markets?
- Which markets are right for you?
- Do you know what consumers want?
- What is the most efficient way to get your products to market?
- How do I make my distributor work for my business?

### Market Development – Interstate

Flavour SA, the food industry association inc, and the South Australian Food Centre is supporting finished food businesses to export interstate.

Flavour SA can help you to access interstate markets through:

#### Tradeshows

Flavour SA has secured a South Australian stand at the following tradeshows in prominent locations.

#### Restaurant 08 Melbourne

26 to 27 May 2008

Melbourne Exhibition & Convention Centre

[www.restaurant08.com.au](http://www.restaurant08.com.au)

#### Restaurant 08 Sydney

11 to 12 August 2008

Royal Hall of Industries

#### Fine Food Melbourne

22 to 25 September 2008

Melbourne Exhibition & Convention Centre

[www.foodaustralia.com.au](http://www.foodaustralia.com.au)

#### Restaurant 09 Melbourne

May 2009

Melbourne Exhibition & Convention Centre

### Inbound buyers

Flavour SA is coordinating retail and foodservice buyers and distributors on a hosted trip to South Australia for you to showcase your products.

- July 2008
- February 2009

### In market promotions

Flavour SA is providing your food businesses with the opportunity to visit a market and promote your products at interstate retail stores.

- May 2008, Melbourne
- October 2008, Sydney
- June 2009, Brisbane

### Market awareness visits

Flavour SA has organised visits to allow you the opportunity to investigate and expand into a market. These visits usually coincide with tradeshows to enable businesses to visit the tradeshow as part of the visit.

- August 2008, Sydney
- September 2008, Melbourne
- March 2009, Perth

### Want to get involved?

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This initiative has been established under the South Australian Food Plan 2007-2010 to achieve the target of 8% growth in finished foods per year.

Program may be subject to change. Updated as at 15 October 2008.



Government of South Australia

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