



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Australia

Promotion Opportunities

Annual

2004

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Report Highlights:

Attending the only major food trade show in Australia, Fine Food, is felt to be the best opportunity U.S. exporters have of reaching most of the major players in this market.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Canberra [AS1]
[AS]

Disclaimer: *The promotional activities listed below are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.*

Trade Shows

At this time, there is one major food show in Australia, Fine Food Australia, which is held each year alternating between the cities of Sydney and Melbourne. Major buyers and importers from all over the country and region attend. Due to Australia's large physical size and the high cost of internal airfares and transport, it is felt that attending and possibly exhibiting at Fine Food is the most cost-effective way for U.S. companies to meet potential partners and customers for consumer-oriented food products in Australia.

Fine Food is an international exhibition for the food, drink, and equipment industries and is the largest food industry event in the region. The event also incorporates the hotel industry show. It enjoys the support of major industry organizations and is the only event that allows companies to reach the retail, food service and hospitality industries at one venue. As well as exhibitors from Australia, regular exhibitors include groups from Asia, Europe and the Americas.

Admission to Fine Food and the Supermarket and Hotel shows is "trade only" and is restricted to persons in the food, drink, equipment, hotel and supermarket trades.

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Fine Food Australia 2005

Sydney Convention & Exhibition Center, September 12-15, 2005.

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This office will be working with U.S. exporter interests to organize a coordinated U.S. area at the 2005 show. Please contact us if you are interested.