

# Alpine Valleys

agribusiness forum

*'Australian Alpine Valleys - Where the Best Grows to Perfection'*

## Project Report

**Trade Mission to FHA (Singapore) 2006**

**Total Project Cost  
\$97,016**

The AAVAF auspiced an export development program to assist local agribusinesses to break into the Asian marketplace. Products from ten North East Victorian companies were show-cased in a two month Singapore restaurant promotion and products from six of those companies were also show-cased at the Food & Hotel Asia trade show.

This program enabled participants to create relationships with consolidators/freight forwarders, importers, distributors and both actual and potential buyers. The companies involved were exposed to market entry strategies and skills to assist them to maintain international relationships

This project included;

- Inward buyers visit – the region's produce was showcased to two representatives from Singapore restaurant *Whitebait & Kale* when they visited the North East in February 2006.
- An 'Export readiness' workshop was held. Topics addressed included supply chain logistics, dealing with freight forwarders and quarantine protocols.
- A 'Doing Business in Asia' workshop was held which explored cultural differences and relationship development including the *do's and don'ts* of how to develop business relationships with importers, exporters, retailers and food service outlets.
- Recipes using produce to be showcased were prepared and trialled at a dinner held to launch the program.
- A series of promotional material for individual businesses and the region as a whole were prepared.
- Participants work with Albury-based freight and logistics company Intanat P/L.

The program had immediate results with two of the participants making sales in Singapore during the course of the mission and a number of others have since received orders resulting in ongoing sales. The knowledge and experience gained has worked towards increasing the regions agribusiness export capabilities.