



Alpine Valleys

agribusiness forum

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

Project Report

HOFEX 2007

**Total Project Cost
\$19,317**

Australian Alpine Valleys Agribusiness Forum received funding to assist local producers to attend and promote their product at the HOFEX trade show in Hong Kong in 2007.

The funding made it possible to undertake an in-market activity that would not have been otherwise possible. The funds were the catalyst for a number of export ready businesses to undertake export training and an in-market feasibility study. The ability for a business to have confidence in attempting export has a great advantage when compared to those who don't. The AAVAF attempts to provide regional businesses with a taste for export as it realises that for a regional agribusiness to succeed on the larger scale it needs to have a portion of the business in export.

The project delivered both tangible and intangible benefits to the participants with real sales being achieved by the six businesses that attended HOFEX. Another six companies supplied product but did not participate in the in-market visit. Participants were, through the help of the funding, able to participate in a number of market tours, a North East Victorian themed invitation-only dinner organised by Austrade and Intanat Pty Ltd. So the objectives of training and accessing specific market information were met with the additional bonus of making initial sales with the opportunity to follow up.

There has been \$20,000 worth of sales as a result of the project and another \$750,000.00 anticipated within two years which will assist regional business that is under stress as a result from drought, fire and a general down turn in rural economies. The initial sales have cemented the relationship with new businesses and are the start of a new opportunity for sales. The relationships created and enhanced as a result of the project will provide the North East of Victoria with a window into Hong Kong

Five key lessons were learned as a result of this project;

- Establishing relationships with Hong Kong businesses
- Visit markets to provide information and turn intelligence into decision making.
- Have distribution in place before trying to make sales
- Be patient when trying to generate sales.
- Consult broadly when making decisions.