



NSW BUSINESS TRADE MISSION

11 - 16 AUGUST 2015

HKTDC FOOD EXPO
HONG KONG



**The new
state of
business**



NSW Business Trade Mission to Hong Kong

11 - 16 AUGUST 2015

NSW Trade & Investment is again partnering with the Hong Kong Trade Development Council (HKTDC) to host a NSW agribusiness mission to exhibit at the HKTDC Food Expo.

The HKTDC Food Expo will take place at the Hong Kong Convention and Exhibition Centre from 13 to 17 August 2015. Attracting over 20,000 trade buyers from 60 countries, the HKTDC Food Expo provides the perfect platform for NSW businesses to showcase their produce, and enter or expand into the South East Asia and mainland China markets.

NSW Trade & Investment has secured premium floor space for a NSW pavilion, and has developed an exciting program which we are offering to NSW businesses for the flat fee of A\$2,500 (plus GST) per exhibitor.

At an estimated saving of more than A\$5,500, this fee includes: a designated, fully serviced exhibition space within the NSW Government's custom-designed and branded pavilion; a high-level networking event; a market research activity; Cantonese speaking assistants on the stand; and up to three tailored business matching appointments – supported by advice and assistance from NSW Trade & Investment industry and market specialists, and business advisors.

The trade mission was well organised and well executed. The collaboration with HKTDC meant good quality leads were delivered pre-qualified. The leads were genuinely interested in speaking with me.

A very positive experience with excellent potential for ongoing business.

Hunter Heritage Gourmet Foods
2014 Co-Exhibitor



WHAT'S ON OFFER

Pre-departure briefing with our specialist business advisory team. Their expert advice will help you develop strategies to maximise mission opportunities.

Co-exhibitor space within the NSW pavilion at the HKTDC Food Expo with your company's graphics, including logo and branding.

Inclusion in departmental marketing, including media releases, editorial content and **exhibitor guide booklet** to promote individual products and capabilities.

Exclusive networking event.

Individual B2B meetings with targeted companies as outlined in your application.

On-the-ground assistance and advice from our mission partners on how to successfully operate in this market, plus support from NSW Trade & Investment staff.

Translation services on the stand for all co-exhibitors by two Cantonese-speaking attendants.

Post-mission support from our business advisory team to help with your export planning.

VALUE OFFER

This is a high-value mission offered exclusively to NSW businesses. The following gives an indication of what it could cost to undertake this activity independently.

	Independently	NSW Trade Mission
Economy return airfare	\$900*	\$900*
Airport transfers	\$100*	\$100*
Accommodation – five nights (based on either Novotel Century Hotel or The Harbourview Hotel)	\$1,150*	\$1,150*
Exhibition floor space	\$4,900	\$2,500
Exhibition stand fit-out	\$2,000*	\$0
Three B2B meetings	\$650	\$0
Cost of translator for three days of the show	\$450	\$0
TOTAL	\$10,150	\$4,650
ESTIMATED TOTAL SAVING		\$5,500

*Cost estimates based on publicly available information at the time of printing.

You may be eligible for marketing support through Austrade's Export Market Development Grants. For more information, visit www.austrade.gov.au/Export/Export-Grants

THE APPLICATION PROCESS

- **Applications Now Open:** click on the REGISTER NOW button to apply online today
- **Applications Close:** 5pm AEST on Monday, 4 May 2015
- **Letters of Offer Dispatched:** Wednesday, 13 May 2015
- **Letters of Offer Expire:** 5pm AEST on Friday, 22 May 2015
- **Payment Deadline:** 5pm AEST on Friday, 22 May 2015
- **Trade Show Prep Briefing:** Wednesday, 17 June 2015 – MLC Centre, 19 Martin Place, Sydney

PROPOSED PROGRAM

DATE	TIME	ACTIVITY	DETAILS
TBC	TBC	Media conference in Sydney	Opportunity to showcase your products to local media
TBC	TBC	HKTDC Expo launch and media conference in Hong Kong	Opportunity to showcase your products to Hong Kong media
Tue 11 August		Depart Sydney for Hong Kong	
		Arrive Hong Kong	
Wed 12 August	09:00 - 13:00	Market research activity	
	14:00	Bump-in at HKTDC Food Expo	Trade Hall Hong Kong Convention and Exhibition Centre
Thu 13 August	10:00 - 18:00	HKTDC Food Expo	Trade Only - B2B matching opportunities
	TBC	Networking event	
Fri 14 August	10:00 - 18:00	HKTDC Food Expo	Trade only - B2B matching opportunities
Sat 15 August	10:00 - 18:00	HKTDC Food Expo	Open to trade and ticketed public - B2B matching opportunities
	After 18:00	Bump-out	
Sun 16 August		Depart Hong Kong	

Note: While every effort will be made to deliver the advertised program; the content of the mission could change. Where substitutions are required, they will be of the same quality and consistent with the intent of the mission.

EXCLUSIONS

- Accommodation
- Air fares
- Airport transfers
- Taxi or other transportation expenses
- Meals
- Freight
- Individual company marketing
- Travel insurance
- Phone, fax and internet expenses
- Leisure activities
- Personal expenses
- Visa expenses

REGISTER NOW
APPLICATIONS CLOSE 4 MAY 2015

For more information, visit
trade.nsw.gov.au/HKTDCFoodExpo

NSW Trade & Investment

Level 47, MLC Centre,
19 Martin Place, Sydney NSW 2000
GPO Box 5477, Sydney NSW 2001 Australia

Rob Harrison

Export Adviser
Tel: +61 2 6766 1360
Email: rob.harrison@business.nsw.gov.au

www.trade.nsw.gov.au