

## TRADESHOW CHINA DAIRY EXHIBITION 2015

With the introduction of the China-Australia Free Trade Agreement, now the best time to join the China Dairy Exhibition 2015!

### ABOUT THIS EVENT

Organised by the leading industry peak body, China Dairy Association, the exhibition is the most influential dairy farming and processing trade event in China and focuses on the entire supply chain of dairy production.

Austrade is organising an **Australian National Pavilion** to showcase Australian expertise in the dairy sector, as well as an “Australian Dairy Technology, Service and Investment” seminar and a site visit to an exemplar dairy farm.

### WHY YOU SHOULD PARTICIPATE

- Stand out as part of the **Australian National Pavilion** with its distinctive Australia National Unlimited Branding.
- Increase awareness of your company by showcasing your innovations, products and services.
- Establish potential partners and opportunities by liaising with China’s major dairy farmers, manufacturers, distributors, government officials, researchers and reporters.
- Develop first-hand an understanding of the market and opportunities.
- Meet potential customers and contacts at the Pavilion and networking events.
- Receive on-the-ground support and facilitation from Austrade.

#### Important information

**Date:** 31 May – 2 June 2015

**Location:** Fuzhou Strait International Conference and Exhibition Centre  
Fujian Province, China

**Apply by:** 20 March 2015

#### Who should attend?

Australian businesses in:

- Cattle breeding genetics
- Live dairy cattle export
- Animal health
- Dairy equipment
- Dairy farm planning and management services
- Fodder, feed additives, feeding systems and feed processing
- Soil management (cropping, irrigation, fertilisers, seeds)
- Manure waste treatment technology and systems
- Dairy industry education and training providers
- Dairy investment advisory services and Agribusiness financial services providers
- Food safety testing and analysis
- Dairy product processing and production lines.

Apply now at [www.austrade.gov.au/ChinaDairy2015](http://www.austrade.gov.au/ChinaDairy2015)

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## PROGRAM

The program has been designed to maximise your visit.

Date	Details
Saturday 30 May	<ul style="list-style-type: none"> <li>• Arrive in Fuzhou, Fujian Province</li> <li>• Booth set-up and decoration (optional)</li> </ul>
Sunday 31 May	<ul style="list-style-type: none"> <li>• AM: China Dairy Conference 2015 (each company will have one complimentary ticket provided by Dairy Association of China)</li> <li>• PM: Australian Dairy Technology, Science and Investment seminar (organised by Austrade)</li> </ul>
Monday 1 June	<ul style="list-style-type: none"> <li>• China Dairy Exhibition 2015</li> </ul>
Tuesday 2 June	<ul style="list-style-type: none"> <li>• Dairy farm site visit</li> <li>• End of program</li> </ul>

**Note:** Austrade reserves the right to cancel the event if fewer than 8 companies register for the event.

## COST OF PARTICIPATION

The total cost per company includes direct costs and an Austrade service fee.

Options	Total cost	Direct costs	Austrade service fee
<b>Option 1</b>	<b>A\$3,362.50</b>	A\$2,400 per company includes: <ul style="list-style-type: none"> <li>• 9sqm furnished booth in the Australia Unlimited branded national pavilion</li> <li>• Design and printing of Australian exhibitor guide</li> <li>• Advertising costs for promoting Australian Pavilion to potential customers</li> <li>• Participation at the Australian Dairy Investment, Technology and Service Seminar networking function (1 seat for each company)</li> <li>• Site visit to a local dairy farm.</li> </ul>	A\$962.50 (3.5 hours @ A\$275 per hour) includes: <ul style="list-style-type: none"> <li>• Project management of the National Pavilion including liaison with show organisers and assistance with logistics</li> <li>• Organisation of the Seminar, networking function and site visit</li> <li>• Coordination of the Australian exhibitor guide to promote participants' capabilities</li> <li>• Coordination of the marketing campaign pre, during and post show</li> <li>• On site assistance.</li> </ul>

# TRADESHOW

## CHINA DAIRY EXHIBITION 2015

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### Option 2

(booth sharing participants)

**A\$2,757.50**

A\$1,795 includes:

- Sharing with other exhibitors in a standard booth of 9sqm
- Design and printing of Australian exhibitor guide
- Advertising costs for promoting Australian Pavilion to potential customers
- Participation at the Australian Dairy Investment, Technology and Service Seminar networking function (1 seat for each company)
- Site visit to a local dairy farm.

A\$962.50 (3.5 hours @ A\$275 per hour) includes:

- Project management of the National Pavilion including liaison with show organisers and assistance with logistics
- Organisation of the Seminar, networking function and site visit
- Coordination of the Australian exhibitor guide to promote participants' capabilities
- Coordination of the marketing campaign pre, during and post show
- On site assistance.

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**PAYMENT:** Full payment is required with payment terms as per the invoice provided upon receipt of the acceptance letter.

Please refer to the event [Terms & Conditions](#) for further detail.

The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other.

You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.

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## SPONSORSHIP OPPORTUNITY

To increase your profile, Austrade is offering a sponsorship opportunity for the Australian Dairy Technology, Service and Investment Seminar, the Branded Networking Tea Break, or the Branded Networking Dinner. If you are interested in enhancing your corporate image, building goodwill among key business contacts and influencers in the market, and being part of a unique Team Australia event, please email [yuling.zhang@austrade.gov.au](mailto:yuling.zhang@austrade.gov.au) for further discussion. Sponsorship selection is entirely at Austrade's discretion. You will be required to enter into a sponsorship agreement with Austrade, including accepting Austrade's standard terms and conditions.

## APPLY BEFORE 20 MARCH 2015

In order to provide the highest level of service to delegates, places are strictly limited. Apply online at [www.austrade.gov.au/ChinaDairy2015](http://www.austrade.gov.au/ChinaDairy2015) to have our country and industry specialists review your application. If your application is successful we will send you an acceptance letter with our standard terms and conditions and an invoice for payment. An Event Participation Kit with all the information you need to prepare for the mission will then be sent to you.

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## IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Exporters/About-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

## KEY CONTACTS

To discuss your participation options further, please contact:

### **Australia**

Green Yang  
Trade Adviser  
Austrade Melbourne  
T +61 3 9648 3261  
E [green.yang@austrade.gov.au](mailto:green.yang@austrade.gov.au)

### **China**

Yuling Zhang  
Senior Business Development Manager  
Austrade Guangzhou  
T +86 20 2887 0110  
E [yuling.zhang@austrade.gov.au](mailto:yuling.zhang@austrade.gov.au)

Eric Xie  
Manager  
Austrade Shenzhen  
T +86 755 3338 2567  
E [eric.xie@austrade.gov.au](mailto:eric.xie@austrade.gov.au)

Visit <http://www.dairyshow.cn/> for more information about this tradeshow.