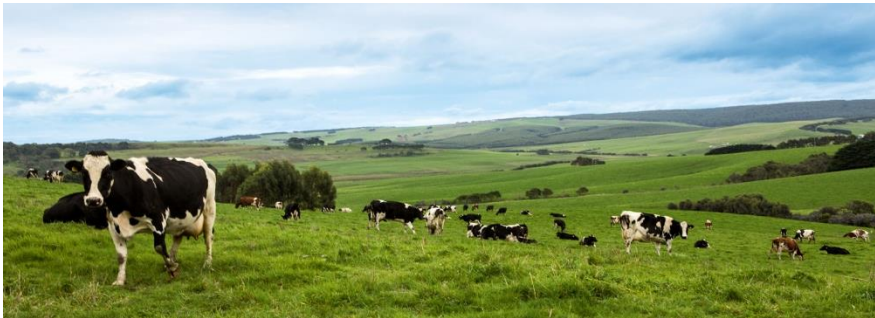


Discover dairy supply chain opportunities in China



Important information

Date: 10-15 July 2019

Locations: Beijing and Tianjin, China

Final locations for site visit to be confirmed

Who should attend?

Australian businesses in:

- cattle genetics
- live dairy cattle export
- animal health, disease management, veterinary services and products
- water and irrigation technology
- dairy farm planning and management
- fodder, fodder processing, feed supplements and nutrition
- soil management (cropping, fertilisers, seeds)
- manure waste treatment technology and systems
- irrigation, water management
- farm robotics, mechanisation and equipment
- supply chain and food technologies
- farm management, software, sensing and IoT
- 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

ABOUT THIS EVENT

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

Austrade is organising an **Australian National Pavilion** to showcase Australian expertise in the dairy sector, together with site visits and networking events in **Beijing** and **Tianjin**. This is a key dairy innovation and production region in northern China where the headquarters of industry bodies and high level Government agencies are based.

WHY YOU SHOULD PARTICIPATE

- Network and develop business opportunities with China's major dairy farmers, manufacturers, distributors, government officials, researchers and investors
- Showcase your products and services as part of the Austrade-organised **Australian National Pavilion** with its distinctive Australia Unlimited branding and focus on Australia's reputation for quality and sustainability
- Gain an up-to-date, in-depth understanding of China's dynamic and fast growing dairy industry through site visits
- Receive on-the-ground support and facilitation from Austrade's China network



DRAFT PROGRAM

Austrade is drafting a program tailored towards the interest of pavilion exhibitors. In addition to attending the exhibition as part of the **Australian National Pavilion**, potential activities will include:

- Government regulatory environment and market briefing from the Department of Agriculture and Water Resources and Austrade
- Meeting with key Chinese Government regulatory agencies and industry peak bodies, including Beijing Municipal Bureau of Agriculture, Chinese Academy of Agricultural Sciences (CAAS), China Animal Agriculture Association (CAAA), etc.
- Site visit to major Chinese dairy producer/s in Beijing and Tianjin– gain an understanding of the operations of a major Chinese dairy company with integrated supply chain from dairy cattle breeding, farming, product processing and fodder production
- Visit to Tianjin Port, the biggest ocean port in northern China handling over 500 million tons goods from all over the world per year
- Australian Dairy Services, AgTechand Investment Workshop together with a networking dinner

The final event program will be shared with those companies that have expressed interest in early May. A webinar will also be scheduled at this time to explore the final event program and market opportunities.

PACKAGE TABLE

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

Total Cost	Direct Costs	Austrade service fee
A\$6,450	<p>A\$4,800 per company includes:</p> <ul style="list-style-type: none"> • Furnished booth in the Australian National Pavilion • Production of Australian exhibitor guide (designing and printing) • Advertising costs for promoting the Australian National Pavilion to potential customers • Participation at the Australian Dairy Services, Technology and Investment VIP Networking Dinner (two seats for each company) • Ground transportation for site visits 	<p>A\$1,650 (6 hours @ A\$275 per hour) includes:</p> <ul style="list-style-type: none"> • Project management of the Australian National Pavilion including liaison with show organisers and assistance with logistics • Organisation of workshop networking functions and site visits in Beijing and Tianjin • Coordination of the Australian exhibitor guide to promote participants' capabilities • Coordination of marketing campaign pre, during and post exhibition • On site assistance

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 details.

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 or call 13 28 78.

APPLY ONLINE

In order to provide the highest level of service to delegates, places are strictly limited. Apply online at www.austrade.gov.au/chinadairy2019 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 the deposit payment. An Event Participation Kit with all the information you need will also be sent to you once your deposit is paid.

IMPORTANT INFORMATION

If you are considering this tradeshow, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at 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/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY AUSTRADE CONTACTS

If you would like to discuss participating in this trade show, please contact:

Australia		China
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OTHER INFORMATION

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