

Victoria – Feeding Asia's Demand

An invitation to attend this DPI event



Victoria is in the enviable but precarious position of having a highly export-oriented food sector, with 65 per cent of production exported and 60 per cent of this going to Asia.

Demand for higher value food is rising in Asia at rates we have never before seen. With predicted export growth in Asia, can Victoria capitalise on its competitive advantages to become Asia's preferred supplier?

Join DPI Victoria at a showcase event; *Victoria: Feeding Asia's demand*, to understand more about some of the key initiatives its Market Access and Competitiveness Group have implemented, in partnership with industry, to position Victoria as Asia's preferred supplier.

The seminar will have a strong focus on market access and development, global market analysis, addressing industry competitiveness factors and value chain collaboration activities.

Keynote speaker

Martin Gooch, Director, Value Chain Management Centre, Canada, and former Senior Research Associate, will share his expertise in agri-food value chain innovation and management in food industries across Britain, Canada, New Zealand and Australia.

Other speakers include:

Paul Ross, Department of Agriculture Fisheries and Forestry; Supawadee Nimanakait, Senior Buyer TOPS Supermarket, Thailand; Michael Slim, Export Development Manager, Montague Fresh; Frank Herd, Director MC Herd Pty Ltd and Board Chairman Australian Meat Industry Council; and Jeff Scott Chief Executive Officer Australian Table Grape Growers Association.

When: Tuesday, February 21, 2012 from 9.30am to 3.30pm

Venue: Theatrette, Mezzanine Level, 1 Spring Street, Melbourne

RSVP by February 10 to Cathy Mulligan on (03) 5258 0229 or email: cathy.mulligan@dpi.vic.gov.au

Accessibility assistance, including reserved parking, Auslan interpreters and attendant carers can be made available at this event. When confirming your attendance, please tell us if you require these or other supports. To help us ensure that your needs can be met, please tell us of any requirements when you RSVP.