

# International trade shows 2018 with Food South Australia



## Plan your 2018 international trade show calendar now.

Food South Australia, with the support of Primary Industries and Regions SA, works closely with local food and beverage companies to find new markets for your products by facilitating participation in international trade shows in key export markets. These shows are valuable opportunities for you to gain direct feedback from potential buyers and consumers, and make important contacts to grow your export sales.

In 2018, Food South Australia will be coordinating stands at:

**SOLD OUT**

Gulfood - Dubai, 18-22 February

Foodex - Japan, 6-9 March

Food & Hotel Asia - Singapore, 24-27 April

SIAL China, Shanghai, 16-18 May

### The Food South Australia advantage

Booking your stand for these shows through Food South Australia means you receive preferential pricing and expert assistance. Our support includes:

- Trade show stand design coordination and liaison
- One stop stand, fittings and furniture bookings
- Freight and logistics support and options for freight consolidation to reduce costs
- On-ground support at the show
- Introductions to buyers
- Promotion of your attendance at the show through Food South Australia marketing activities and promotional materials



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## Booking information

1. Bookings are only considered to be confirmed on receipt and processing of a 50% deposit by Food South Australia. The balance is due no later than 90 days prior to the trade show.
2. Prices shown on the 2018 International Trade Show price list are exclusive of GST/VAT etc.
3. **Price includes:** overarching branding, shell scheme, wall graphics, carpet, fascia naming, freight administration and basic power.
4. **Additional costs excluded:** artwork development, shelving, furniture, storage, cabinets, refrigeration, additional (or 24 hour) power, freight, taxes and local government charges.

## Funding support

Funding support may be available to attend an international trade show through state and federally funded programs such as:

### Export Market Development Grants scheme (EMDG)

This program, delivered by Austrade, is designed to assist small and medium sized Australian businesses to develop export markets and may reimburse up to 50% of your eligible export promotion expenses above \$5,000, provided total expenses are a minimum of \$15,000. Applicants can apply for up to eight grants through this program.

### Export Partnership Program

This program is delivered by the South Australian Department of State Development, and provides funding assistance for small and medium sized businesses to access new global markets through marketing and export development opportunities. Eligible activities for funding can include participating in international trade shows, trade missions and overseas business programs, along with a range of other activities including market research, development of marketing materials, and access to cultural and export training, mentoring and coaching services.

*For more information, visit our grant information page at <http://foodsouthaustralia.com.au/resources/current-grants/>.*

## Connect with us

For more information, contact Carla Ambrose at [carla@foodsa.com.au](mailto:carla@foodsa.com.au) or phone +61 8 8303 9423.