

# International trade show representation with Food South Australia



## What's in it for your business?

For many years now Food South Australia, with the support of Primary Industries and Regions SA, has worked with local food and beverage companies to find new markets for their products by facilitating participation in international trade shows in key export markets.

Companies who have participated in shows such as SIAL, Food and Hotel Asia and Gulfood report a significant return on investment, through both sales and the valuable connections that they have established. Along with those coveted new customers, there are other valuable benefits to participating in international trade shows. Being on the ground at one of the world's top ranking trade shows can provide you with the chance to:

### Do your own market research

- Obtain direct feedback from potential local buyers and consumers for your products on everything from concept to flavour, packaging and presentation.
- Visit key contacts at stores, and talk to chefs and other potential customers to gain an understanding of the local approach to products, packaging, pricing and promotion.
- See firsthand product and packaging trends and developments on display from around the world.

### Make new contacts

- Meet the buyers, distributors and importers who attend the major international trade shows – they come from all around the world, not just from the country hosting the event.
- Major international trade shows generally attract visitors from around the world, not just the market the show is being held. It gives you the chance to showcase your products to a wide variety of retailers, enabling you to spread your business – and your business risk – across more than one market.



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# How can Food South Australia help?



## International trade show coordination and representation

Food South Australia assists companies by coordinating the development of trade show stand design, fittings and furniture and providing you with the support you need on the ground at the show. We can also assist in freight and logistics, and with some shows it is possible to consolidate and send freight together.

We realise time away from your business can be a significant challenge. Of course it's always preferable to be there in person to promote your products and brand yourself, but sometimes that can be difficult to do. If you can't attend in person, Food South Australia has now introduced international trade show representation services for selected events, where we can manage your display and represent your company and products at the show. This service includes providing post show lead reports for you to follow up.

## Funding support

Funding support may be available through a number of 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.

## Connect with us

For more information, contact Food South Australia at [membership@foodsa.com.au](mailto:membership@foodsa.com.au) or phone (08) 8303 9435.



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