



# International trade show representation with Food South Australia What's in it for your business?

Food South Australia can help you find new markets for your products by facilitating participation in international trade shows in key export markets.

Companies that 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 and bump in/bump out of your trade show stand and freight logistics to get your product where it needs to be for the trade show. We also provide you with the support you need on the ground at the show, including introductions to buyers and promoting your brand through our trade show marketing and promotional materials.

Sometimes taking 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 to support your participation may be available through a number of state and federally funded programs such as the Export Market Development Grants Scheme (EMDG) and the South Australian Export Accelerator (SAEA).

## Export Market Development Grants Scheme

The [EMDG scheme](#), 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.

## SA Export Accelerator

The [SA Export Accelerator](#) (SAEA) grant is a financial assistance program for South Australian businesses who are looking to grow into international markets. Administered by the Department for Trade, Tourism and Investment, the SAEA can provide funding support at each stage of your export journey. There are three fund categories in SAEA designed to help you expand your business through export marketing activities:

- *Emerging Exporter* – Grants up to \$5000 are available to South Australian businesses that are exporting for the first time.
- *Export Accelerator* – Grants up to \$30,000 are available to help fund business expansion that will create multiple direct ongoing jobs.
- *New Market Entry* – Grants up to \$15,000 are available for mature export companies that have exhausted their grant funding but are looking to enter new export markets. New Market Entry of \$15,000 per new export market.

## Connect with us

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

*Food South Australia works in partnership with the Government of South Australia with the shared goal of supporting industry-wide growth, and receives funding annually in an industry and Government collaboration managed through PIRSA to support these activities. Our international trade show program is supported through this collaboration.*