



Fine Food New Zealand 2010

Access key local distributors and buyers at New Zealand's first fine food show

About this tradeshow

Fine Food New Zealand is an inaugural partnership between the organisers of New Zealand's top food and beverage consumer event, 'The Food Show' and Diversified Exhibitions, who have organised Fine Food in Australia for 25 years. Fine Food New Zealand will be a biennial event and is an opportunity for Australian food, drink and equipment suppliers to launch or reinforce their brands within the New Zealand market.

Why should you participate?

- Stand out as part of the Australian national pavilion with its central location and distinctive branding.
- Gain access to New Zealand retailers, distributors and manufacturers in a time efficient and cost effective way.
- Receive in-market assistance from Austrade including business matching
- Develop an understanding of the New Zealand market first hand.
- Meet customers and contacts on the stand, at networking events and tailored one-on-one appointments.
- Receive on-the-ground assistance from Austrade and advice on how to successfully operate in this market.
- Increase or establish your export sales.

Market insights

- New Zealand is now officially 'out of recession'.
- With a population of over 4 million, New Zealand is similar in size to Victoria and virtually on your doorstep- we are closer than WA for eastern seaboard states.
- Similar lifestyles and trends, joint food standards can make entry easier.
- Australia is still a major supplier of food products to New Zealand.
- Many Australian food and beverage brands are already in the market and well accepted.
- Half of the supermarket industry is Australian – Woolworths.
- Duty free access for Australian made goods under the Australia and New Zealand free trade agreement.

Important information

Date: 13-15 June 2010

Location: Auckland
New Zealand

Application deadline: 24 May 2010

Who should attend?

Australian businesses in food, drink and equipment for:

- retail, foodservice/hospitality or food manufacturing channels
- existing or new suppliers to New Zealand

Hear what the organiser says:

"The Rugby World Cup is on its way in 2011 – it's time to get fired up for all the business heading NZ's way, recession or not! We are not holding anything back in ensuring this is a blockbuster event."

Dona White, CEO
North Port Events (Fine Food NZ's organisers)





How to participate?

If you want to attend Fine Food as a **visitor** you will be able to assess the value of the event as potential future exhibitors. Visit www.finefoodnz.co.nz for more information about this tradeshow.

If you want to attend Fine Food as an **exhibitor** you will need to make direct contact with the Fine Food organisers by emailing eanderson@divexhibitions.com.au

Austrade services

To ensure you will get the most of your visit to New Zealand, Austrade can provide you with tailored services at **A\$190 per hour**, which may include the following:

- Targeted marketing and business matching. This can include introduction to key buyers and decision makers attending the event.
- Targeted networking - an invitation-only Australian networking event hosted by Austrade.
- Tailored assistance prior to, during and after the exhibition as required.
- Tailored visits program (partners, distributors, customers, regulatory/standards agencies, logistics providers).
- Follow up on contacts made at the event.
- Market research in anticipation of the visit.

Please note that the above costs do not include the following:

- All travel, accommodation and other travel related costs of participants
- Cost of any food or other samples to the trade
- All expenses associated with shipping, storing, handling or disposal of your products and merchandising materials to, at or from the show, including insurance, clearance charges and applicable taxes at point of entry into New Zealand.
- Rental costs of any additional equipment, e.g. cooktops, fridges, furniture, display cases, along with any extra lighting or electricity required to run the equipment. Additional items are available on request from the stand provider and will be quoted according to your requirements

* Costs associated with this tradeshow are not eligible for grants through Export Market Development Grant scheme because of the Australia & New Zealand Closer Economic Relations Trade Agreement (ANZCERTA or CER). Some State Governments may offer assistance to exporters. Please contact your nearest State Government office for advice.

To discuss any of the above or your options further, please contact:

New Zealand

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