

Agribusiness opportunities in West China.

International Study Tour

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Explore opportunities in this rapidly developing region and gateway to central Asia

About this mission

Join the first Austrade-organised agriculture mission to Xinjiang, the western-most province of China, the gateway to central Asia and a fast-emerging modern agricultural region in China.

The visit also coincides with the first month of the exciting Shanghai World Expo 2010. Included in this tour, at no extra cost, is a networking function and official dinner in the Australian pavilion at the Expo 2010.

Why should you participate?

- Develop an understanding of the agribusiness market in China and access valuable information on the business development of Xinjiang, China.
- Assess the market potential for your company in this emerging market.
- See first-hand the impact of the Chinese government's economic stimulus policies.
- Promote your products, services and capabilities.
- Identify business opportunities and contacts for long-term sustainable business.
- Leverage Austrade's assistance and in-market experience that builds on the Australian Government's long relationship with Xinjiang.

Market and industry insights

Xinjiang Uygur Autonomous Region, on the ancient 'Silk Road' trade route is the province with the largest land area (1/6 of China), the longest border and the most surrounding countries in China. With a relatively small population (19 million, or 1.4 per cent of China), the traditional pattern of production, based on the single unit rural household is disappearing. Modern agriculture, featuring large scale, mechanised and integrated farming is on the rise.

Xinjiang has around 2.6 million hectares of cultivable land. An abundance of sunlight in this region is responsible for the success of its fruit and agricultural production. Its production base includes wheat, cotton, corn, sugar beet, grape, etc.

Agriculture in Xinjiang is largely mechanised including the aerial application of pesticides, weeding, ploughing, grading, sowing, and harvesting of staple agricultural products like cotton, wheat and corn.

Important information

Date 15 – 21 May 2010

Location Shanghai
Urumqi
Lanzhou

Application Deadline 9 April 2010

Who should attend?

Export-ready companies specialising in:

- Livestock services – sheep genetics, breeding, feedstock, animal health
- Arid land farming – water efficiency management and advanced irrigation technology; drought resistant plant and pasture seed
- Post harvest technology for cotton, grape, tomato
- Agriculture consulting and training.



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Traditional field irrigation is being replaced by advanced sprinkler irrigation and drip irrigation. Most fertile land is irrigated by some sort of water-saving technology.

Food processing, in particular fruit and meat processing, is highly encouraged by the local government as a means of promoting the industrialisation of agriculture and adding value to primary agricultural products. For example, it is the largest supplier of tomato sauce in China.

This agricultural strength is leading to opportunities to supply surrounding countries such as Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan and Turkmenistan. Many products sold in these markets already come from China but supply is not consistent and can be expensive.

In dealing with the Global Financial Crisis, China's Central Government has created a policy supported by agricultural subsidies to ensure farmers can continue to increase production efficiency.

Xinjiang shares many similarities with Australia, being a mix of dry-land farming and grassland pastures. We estimate that there are over 50,000 dairy cattle and 4,000 sheep directly imported from Australia.

Gansu is located along the upper part of the Yellow river, northwest of China, between Shaanxi province and Xinjiang. The total land area is 454,000 square kilometres, approximately 5 per cent of China's total land. Arable land is 3.4 million hectares, while dry lands represent 70 per cent of the province's area. Its altitude is between 1000 to 3000 metres, with an east-west span of 1655km. It is one of five pasture farming areas in China and 73 per cent of its 26 million population are farmers.

Climate varies dramatically in Gansu, from the southeast tropical humid to the northwest very cold and dry. It is dry with annual sunshine of 1700-3300 hours and has limited water resources, with annual rainfall totalling just 302mm.

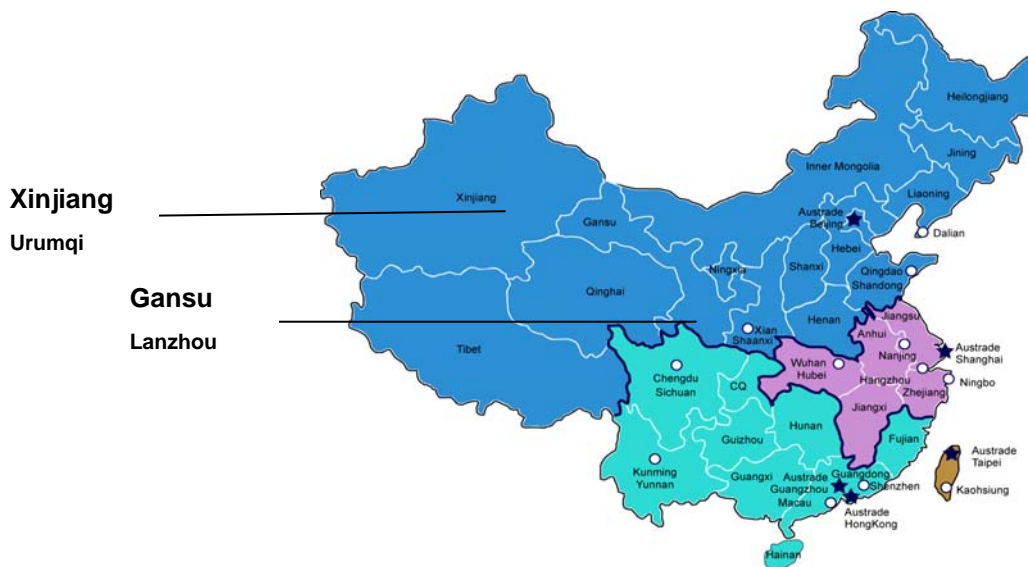
Main farming activities include wheat, corn, potato, beans, fruit, vegetables, cattle and sheep.

Gansu shares many similarities with Xinjiang, being a mix of dry-land farming and grassland pasture. It has a greater focus on arid land farming, water issues, grape and wine production, and ecological farming in both animal husbandry and crops.

Opportunity areas

Areas of potential identified in the Austrade's initial market investigation:

- Livestock services
 - Improving local sheep and wool industry including genetics
 - Development of local lamb quality for premium market, eg organic, Halal
 - Inspection standards of lamb and sheep milk
 - Inspection instruments for wool and sheep meat
 - Investment in lamb production projects
 - Farm related machinery
 - Vocational training on quality assurance management
- Post harvesting technologies for cotton, table grape, sugar beet, tomato
- Seeds – edible sunflower, good varieties of cotton, tomato (for processing)
- Arid land farming i.e. drought resistant pasture (seeds), water saving irrigation, water loss control over long distance
- Farm related inputs
 - Agrochemicals i.e. pesticides for cotton, grape growing
 - Organic fertilizer



Mission program

The program has been designed to maximise your visit.

Saturday 15 May	Shanghai	Arrival in Shanghai Welcome briefing
Sunday 16 May	Shanghai	Official networking function and dinner at the Australian Pavilion, Shanghai World Expo 2010
Monday 17 May	Urumqi	Fly from Shanghai to Urumqi Market briefing and seminars at Urumqi including cocktail reception
Tuesday 18 May	Urumqi	Meeting with: <ul style="list-style-type: none"> Xinjiang Production and Construction Corp Academy of Animal Science Fly to a second city dependent on the composition of the delegation
Wednesday 19 May	Two city options will be selected according to the composition of the delegation (e.g. cotton focus, animal husbandry focus)	Field visits and meetings with local companies Introduction by local government (Arranged according to the industry of the majority of the delegates) Evening: fly back to Urumqi
Thursday 20 May	Urumqi	Visit the 11 th Xinjiang Agriculture Machinery Expo and Agriculture Material Fair 2010 Afternoon, leave Urumqi for Lanzhou
Friday 21 May	Lanzhou (optional add-on)	Market briefing and seminars at Lanzhou including cocktail reception Site visit



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Cost of participation

The total cost per delegate includes direct costs and an Austrade service fee.

Options	Total cost	Direct costs*	Austrade service fee*
Option 1 (Full program participation including Lanzhou 15-21 May)	A\$3,610	Direct cost of A\$950 per delegate includes: <ul style="list-style-type: none"> Group ground transport Venue and logistical costs for market briefing and seminars in Urumqi, Lanzhou Cocktail reception in Urumqi and Lanzhou Mission booklet 	Austrade service fee of A\$2,660 per company (14 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> Government and business relationship management Initial market investigation Identification of local business contacts Market briefings in Urumqi and Lanzhou Mission coordination and logistical support Coordination of networking session (excluding World Expo event) and assistance with business discussions.
Option 2 (Program participation without Lanzhou 15-20 May)	A\$2,660	Direct cost of A\$570 per delegate includes: <ul style="list-style-type: none"> Group ground transport Venue and logistical costs for market briefing and seminars in Urumqi Cocktail reception in Urumqi Mission booklet 	Austrade service fee of A\$2,090 (11 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> Government and business relationship management Initial market investigation Identification of local business contacts Market briefings in Urumqi Mission coordination and logistical support Coordination of networking sessions (excluding World Expo event) in Urumqi and assistance with business discussions.

- The direct costs and Austrade service fee form part of the total package and you cannot purchase one without the other. Above costs exclude travel, visa, accommodation and on-ground personal costs.
- Total cost above is based on one delegate per company. Direct cost per additional delegate applies.
- You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.
- Participants will not be charged for the Business Program events at the Australian Pavilion as these are covered by the Commonwealth as part of the Expo 2010 program.**
- Austrade organised events in the Australian Pavilion at Shanghai World Expo 2010 are subject to cancellation or time/date changes at the discretion of Department of Foreign Affairs and Trade (DFAT). Austrade shall not be liable for any loss arising from the cancellation or changes to the date/time of these events. Austrade led Mission programs that incorporate an event at the Shanghai World Expo 2010, will go ahead as planned if the expo event is cancelled. Any travel costs/bookings made for the expo event by participants are at their own expense, including costs incurred due to an event cancellation or change.



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Apply before Friday 9 April 2010

Apply online at **www.austrade.gov.au/agrichina** to have our country and industry specialists assess whether this mission offers opportunities that are well-matched to your business.

If you are considering this event or mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at **www.smartraveller.gov.au**. Travel advice is updated regularly on this site.

In order to provide the highest level of service to delegates, places are strictly limited. If your application is successful we will send you an Event Participation Kit to give you all the information you need to prepare for the mission.

About the Australian Pavilion at Shanghai Expo 2010

Australia will have a significant national presence at the Shanghai World Expo 2010, which is expected to attract over 70 million visitors and will be the largest expo the world has ever seen. From 1 May to 31 October 2010, Australia's visually striking national pavilion will showcase Australian innovation, creativity and achievement to some 7 million visitors - an average of 38,000 people on each of the 184 days of the expo. Dynamic and engaging exhibits, an energetic team of bilingual staff, a rich cultural program and unique retail, food and beverage options will introduce visitors to the sights, sounds and tastes of Australia.

During his inspection of the Shanghai World Expo 2010 site in January, the Australian pavilion was the only international pavilion to be visited by His Excellency Mr Hu Jintao, President of the People's Republic of China.

The Department of Foreign Affairs and Trade (DFAT) is coordinating Australia's national presence at the Shanghai World Expo 2010, including the Australian pavilion Business Program, held in the pavilion's dedicated VIP area. This program of invitation-only events running from May to October will be held in collaboration with Commonwealth agencies, state and territory governments and corporate sponsors. Cumulatively, these events will highlight Australian capability in key industry sectors, help to boost trade and two-way investment, and expand institutional and people-to-people links. For more information, including subscription to the pavilion's e-newsletter, go online to: **www.australianpavilion.com**.

As part of the Business Program, the Australian Trade Commission (Austrade) will run a series of specialised events showcasing and profiling Australia's trade and investment strengths across a range of key industry sectors. Complementing the broader business program, the events will celebrate Australia's strong bilateral trade and investment ties with China, and seek to further enhance bilateral business connections into the 21st century.

Key contacts

To discuss your options further, please contact:

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