

WEBINAR

AUSTRALIAN FOOD & BEVERAGE EXPORT OPPORTUNITIES IN THE MIDDLE EAST AND SOUTH ASIA

ABOUT THIS WEBINAR

Countries in the emerging markets of South Asia, particularly India, Sri Lanka and Pakistan, continue to be on the radar of exporters thanks to their large population of young and savvy consumers with increasing willingness to spend.

Austrade South Asia is offering a unique opportunity for Australia exhibitors at Gulfood 2019, and Australian companies attending the show, to maximise their presence in the region by undertaking a post-Gulfood visit to either India, Sri Lanka or Pakistan.

Austrade South Asia invites you to join this interactive webinar on food and beverage export opportunities in South Asia.

The webinar will allow exporters to receive an overview on trends and opportunities in the region and an overview of the business mission planned to these markets.

WHY YOU SHOULD ATTEND

- Learn about Austrade's multi market mission to South Asia in February 2019
- Utilise your time at Gulfood to include an additional two-day visit program to South Asia
- Receive an update on the current market, trends and opportunities in South Asia
- Get an insight into what local consumers and importers are looking for and how to pitch your brand in these markets
- Understand product registration, labelling, packaging, pricing and marketing strategies to succeed in these markets
- Be part of a cohort of Australian food and beverage producers meeting with importers, retailers and distributors in the rapidly growing South Asian markets of India, Pakistan and Sri Lanka
- Explore consolidation options via Dubai to markets like India and Pakistan.

Important information

Date:
Wednesday 21 November 2018

Time:
2.30pm – 3.30pm AEDT

Cost: No charge

Who should attend?

Australian businesses in:

- processed foods
- dairy
- meat
- wine
- health supplements
- fruits and vegetables
- non-alcoholic beverages.

South Asia has regained its lead as the fastest growing region in the world, supported by recovery in India. With the right mix of policies and reforms, growth is expected to accelerate to 6.9 percent in 2018 and 7.1 percent next year

- World Bank, April 2018

Compared to many other parts of the world, Southeast Asia has a relatively young population. This presents big business opportunities to companies that want to tap into a dynamic market of eager new consumers.

- Forbes, January 2018

Apply now at www.austrade.gov.au/safnb

WEBINAR

POST-GULFOOD FOOD & BEVERAGE MISSION TO INDIA, SRI LANKA AND PAKISTAN

SPEAKERS



Dr Mark Morley

Trade Commissioner, Austrade South Asia

Mark in his capacity as Trade Commissioner based in New Delhi, heads the South Asia Food and Beverage team covering India, Pakistan, Bangladesh and Sri Lanka. Mark has previously held a number of positions over the past 15 years in the State Government of Victoria and Telstra Corporation in international engagement, education and IT.

Mark has a Bachelor of Arts (Arabic) and a Bachelor of Commerce (Economics). Mark also studied in India, gaining a Master of International Relations in the area of water and agricultural law in Punjab and is a Doctor of Juridical Science in the field of law in Pakistan.



Andrew Dalby

CEO, Softlogic Supermarkets Pvt Ltd

Andrew has 15 years' experience in the FMCG industry in the United Kingdom and Sri Lanka at Executive Management levels and 12 years corporate banking experience. Andrew has worked with Tesco, Asda/Walmart, Lloyds Bank and HBOS.

REGISTER NOW

Don't miss your chance to get the latest information.

Register online at <http://www.austrade.gov.au/safnb>

IMPORTANT INFORMATION

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY CONTACTS

India

Anirban Deb
Business Development Manager - Agribusiness
Austrade New Delhi
T +91 11 4575 6224
M +91 9810997756
E anirban.deb@austrade.gov.au