Australian Government
Austrade

melbourne's west
export network

ASEAN NOW.
the place to grow

Successfully growing your ASEAN agribusiness outcomes

Practical steps to engaging with Australia's largest trade market

The ASEAN* region represents a $A4.5 billion food and agribusiness market for Australia. The ASEAN, Australia-New Zealand Free Trade Agreement (AANZFTA) which came into effect on 1 January 2010, is set to increase business engagement through tariff reductions, making now the time to grow your food and agribusiness exports to South East Asia. Attend this seminar to gain practical advice on taking the next steps.

Speaker direct from market

Ross Bray, Austrade's Manila based Industry Team Leader for food & beverage and agribusiness in ASEAN, with 10 years experience in the region, accompanied by a major buyer from the market (tbc) will present on the **practical benefits of the agreement** and discuss the opportunities and challenges of doing business in the food and agribusiness sectors.

Key benefits of attending

- Gain the latest insights into the ASEAN agribusiness market conditions.
- Hear about the current, emerging and future market opportunities in each county.
- Identify which markets to target and when in light of the tariff rate changes under the AANZFTA.
- Understand and be prepared for the challenges facing agribusiness exporters in major markets.
- Find out how you can access buyers at key regional events.

Register now for this free seminar

Find out why ASEAN is now the place to grow your business – register online at **www.austrade.gov.au/ASEANAG-MELTON** or call 13 28 78.

*ASEAN markets: Brunei, Burma, Cambodia, Indonesia, Laos, Malaysia, Singapore, Philippines, Thailand & Vietnam.

Important information

Date: Friday, 26 March 2010

Time: 09:00 – 11:00 am

Location: Tabcorp Park,
2 Ferris Road, Melton VIC
Melway Map 337 E12

Cost: Free (hot breakfast will be served)

RSVP by: 18 March 2010

Who should participate?

Businesses new to, or currently exporting from the following agribusiness sector & an interest in the ASEAN markets:

- Horticulture
- Agricultural technology and services
- Live animals incl. Equine
- Animal feed and ingredients
- Wine
- Grains

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