

Export to the Middle East Seminar

DEPARTMENT OF BUSINESS AND INNOVATION

With a reliance on imported goods, strong economic growth and a young and expanding population, the Middle East provides a significant opportunity for Victorian exporters of clean, safe and reliable goods and services. In 2009/10, Victorian food and beverage companies exported more than \$756 million to the region, and reported estimated sales of \$57 million at Gulfood 2011 and the associated mission to Saudi Arabia in February this year.

To hear more about the current situation in the Middle East, market opportunities, and how your company can leverage the Victorian Government to identify commercial opportunities in the Middle East, we invite companies to attend one of our briefing sessions. These sessions will be of particular relevance to companies involved in:

- > **Food and Beverage** (including retail, food service, hospitality and food safety);
- > **Water and Agribusiness**; and
- > **ICT and Education** across the above sectors.

These sessions will be led by **Kassem Younes, Regional Director - Trade for the Victorian Government in Dubai**. Kassem will provide details on the Victorian Government's forthcoming trade mission to Saudi Arabia, the United Arab Emirates and Qatar, incorporating Gulfood 2012 – the largest food and beverage trade event in the Middle East. Companies will also hear how they may extend their visit by participating in a Victorian Government run trade mission to India.

To register your interest in attending one of these sessions:

Monday 24 October: 10 am – 12 noon

(Morning tea and light lunch will be served.)

Parklake, 481 Wyndham Street Shepparton VIC 3630.

RSVP: information.shepparton@rdv.vic.gov.au or 5821 1811

Wednesday 26 October: 10 am – 12 noon

(Morning tea and refreshments will be served.)

Alex Popescu Room, Skilled Stadium, entry via Sports House, 360-380 Moorabool Street, South Geelong.

RSVP: Shannen Hunter, shannen.hunter@dbi.vic.gov.au or 5223 2104

Thursday 27 October: 12 noon – 2 pm

(Light lunch will be served.)

Victorian Government Office, 314A Thomas St, Dandenong.

RSVP: Susan Joy, susan.joy@dbi.vic.gov.au or 9938 0125

Friday 28 October: 8.30 – 10.30 am

(Morning tea and refreshments will be served.)

Whitten Oval Conference Rooms, 417 Barkly St, Footscray West .

RSVP: Pauline Hobbs, Pauline.hobbs@dbi.vic.gov.au or 9935 0603