



CITCSA Flash

CITCSA Patron:
His Excellency
Rear Admiral Kevin Scarce
AC CSC RANR
Governor of South
Australia

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Food Mission to Dubai and Gulfoods in February 2009

The Australia Arab Chamber of Commerce and Industry (SA) in association with CITCSA invites food producers, suppliers and food service providers to participate in a food trade mission to Dubai in February 20 – 23rd 2009 including a visit to Gulfoods trade show. The mission will introduce participants to the food and food service market in Dubai in the Middle East with industry visits to hotels, restaurants, supermarkets, retail outlets and sea/air ports.

The mission leader is Mr Steve Marafiote, Managing Director of Australian Quality Plus and an AACCI member, who will provide insights into how he has developed a successful business with major clients in the Middle East.

The cost of participating in the mission is \$660 plus an airfare/accommodation package. Contact Barry Salter, Executive Manager at CITCSA on ph 8300 0110 or email barry.salter@citcsa.org.au.

There will be a South Australian stand at this years Gulfoods trade show from February 23 – 26th 2009. Food exporters who are interested in exhibiting or sharing space should contact Ms Esther Roberts, Trade Manager - Middle East and Europe, Office of Trade at DTED ph 8303 2461 or Email: esther.roberts@state.sa.gov.au

Food Mission to Hong Kong and SA Stand at HOFEX in May 2009

The Hong Kong Australia Business Association SA and CITCSA will be leading a food mission to Hong Kong and Macau from May 2nd to May 9th 2009. We invite food producers, exporters and food service providers to visit the market place in Hong Kong with industry visits to hotels, supermarkets, restaurants, retail outlets, sea, air ports and a site visit to HOFEX. For more information and to register your interest in participating in the mission, contact Barry Salter, Executive Manager at CITCSA on ph 8300 0110 or email barry.salter@citcsa.org.au. More details out soon.



HOFEX is one of the largest global food and wine tradeshows in Asia. Food Adelaide is organizing a showcase of South Australian food and beverage products at HOFEX 2009 which will be held from May 6 – 9th 2009

The South Australian stand at HOFEX will provide companies with a platform to meet key industry participants at this biannual show which traditionally hosts over 29,000 visitors from more than 58 countries. By being part of the South Australian stand you will be located within the Australian Pavilion

in the International Hall, which attracts a large number of customers from the region.

For more information and to register your expression of interest in exhibiting in the South Australian stand at the HOFEX trade fair, contact Food Adelaide on 8300 0022.

Adventure Tours wins National Export Award

South Australian based Adventure Tours Australia has won the Business Club Australia - Sports, Events and Tourism Award in the 2008 National Export Awards. The National Awards were presented at a Gala dinner in Melbourne by the Hon Simon Crean, Minister for Trade. The Prime Minister of Australia Hon Kevin Rudd spoke at the dinner as guest speaker.

Adventure Tours Australia is Australia's leading small group tour company for international visitors. See www.adventuretours.com.au

Japan Australia Business Council of SA inaugural award winner



Ben Sparrow

The Japan Australia Business Council of SA is pleased to announce Ben Sparrow as the recipient of the inaugural "JABC Chair's Award for Outstanding Contribution".

In presenting the award at the JABC's AGM and Annual Dinner held on the 26th of November, 2008, Chris Rees (Austrade Senior Business Analyst and Consul-General Designate to Osaka in Japan) spoke glowingly of Ben's dedication to both the Council in his role as Treasurer and to South Australian businesses trading with Japan.

When Ben isn't volunteering his time for the JABC, he is managing the Australian operations of Japan Management Association Consultants (JMAC), helping to run the Japan Australia Friendship Association (JAFA) and raising his two young sons with his wife Heather.

Paul Smith was re elected Chair of the Japan Australia Business Council SA at the Annual General Meeting.

2008 Governor's Multicultural Award Winners

His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Governor of South Australia, presented the winners of the inaugural Governor's Multicultural Awards on November 20th at Government House. The winners were as follows:

VOLUNTEER AWARD - Mr Houssam Abiad
PUBLIC SECTOR AWARD - The Migrant Health Service
PRIVATE SECTOR AWARD - Mr Vilmos Milisits OAM
COMMUNITY SECTOR AWARD - Ms Katherine Goode
YOUTH AWARD - The Youth Team of the Vietnamese Community in Australia SA Chapter
MEDIA AWARD - Radio Adelaide

These awards will be presented each year to acknowledge exceptional achievements, to encourage the recognition of cultural diversity as a positive influence in the community and to promote multiculturalism and community harmony.

There were over 200 entries in the awards and 29 were chosen by the judging panel as finalists. A number of CITCSA members were nominated, and Mr Teo Spiniello, Secretary-General of Italian Chamber of Commerce Adelaide was a finalist in the Business category and Vicky Kuok and Jonathon Gill from the HKABA SA were finalists in the Youth category. More information at www.multicultural.sa.gov.au

2008 Premier's Food Award Winners

The winners of the 2008 Premier's Food Awards were announced in a Gala Dinner in the Goyder Pavilion at the Royal Adelaide Showgrounds were as follows:

KPMG Young Leader Award
Winner: Dr George Ujvary of Olga's Fine Foods
Food and Beverage Development Fund SA Inc Workforce Development Award
Winner: B.-d. Farm Paris Creek
Peats Soil & Garden Supplies Environmental Sustainability Award
Winner: AgriExchange
NAB Export Award
Winner: Almondco
SARDI Innovation Award
Winner: Robern Menz
San Remo Pasta New Product Award
Winner: Humbugz Honey
Rural Solutions SA Services to Industry Award
Winner: Adelaide Showground Farmers Market
Food Adelaide Value Adding Awards
(less than 15 FTEs)
Winner: Tutto Pasta

(more than 15 FTEs)
Winner: Richard Gunner's Fine Meats

MEET THE FACES BEHIND THE PLACES:

Hong Kong Australia Business Association – SA Chapter



Patrick Ho, President
Hong Kong Australia
Business Association SA
Chapter

Mr Patrick Ho, President of the Hong Kong Australia Business Association SA Chapter spoke to Sarah Newman, Marketing Officer at CITCSA about the market in Hong Kong, and the recent Hong Kong Forum.

1. What are market conditions like at the moment in HK?

The Hong Kong market, like most around the world, has not escaped the effect of current economic conditions. Dampening activity still exists in the property and stock markets, however, and there are opportunities for those who know where to look. Consumer activity has been sustained, and the retail sector is maintained to a stable level, with a lot of companies, particularly supermarkets and department stores, pushing stock through by discounting and working to attract new customers.

2. What opportunities are available for Australians trading with HK?

The wine tax exemption was introduced in February this year, eliminating all tax on wine. This has created significant opportunities for Australian wine producers and wine-related businesses. Wine auctions in Hong Kong recently fetched almost record prices for many world-class premium wines, which indicate how well wine is holding its value in the market. This can be attributed in part to increasing consumer awareness and education regarding wine selection, appreciation and food-matching. The Hong Kong Australia Business Association – SA Chapter hosts an annual food & wine appreciation dinner, where a wine expert talks to guests about wine matching and appreciation – check their website for details: www.hkabasa.asn.au

3. What problems might business people face when trading with HK?

Cultural and language difficulties may be encountered. Business people who are new to Hong Kong will also have to become somewhat familiar with parts of the Hong Kong legislation. Once you get through that, business is pretty easy to conduct. I think Hong Kong people are very entrepreneurial, and they definitely know what they are talking about. Foreigners will have to establish their credibility- a big precondition for establishing business relations in Hong Kong.

4. How can the HKABA-SA help traders avoid these problems?

The overriding function of the HKABA-SA is to guide South Australian businesses to the right people who can help them establish themselves in Hong Kong, and overcome the difficulties outlined above. The HKABA-SA is one of the most active business associations in Adelaide, and holds functions almost every month. They attend the annual Hong Kong Forum, and help businesses become involved in the event as well. The 2008 Forum, in late October, was attended by 26 HKABA-SA participants, including the then Deputy Lord Mayor Cr. Susan Clearihan. The HKABA-SA held functions with the South Australian Government's Department of Trade and Economic Development, which has an office in Hong Kong, and held a briefing with the Australian Consul-General and Austrade in Hong Kong. The HKABA-SA conducts business-matching in Hong Kong with Australian businesspeople, and has important ties with the Hong Kong Trade Development Council. We welcome enquiries from anyone interested in doing business with Hong Kong and China; we have a lot of knowledge and experience that we are more than happy to share.

For more information contact Patrick Ho on 8299 9599, or visit the website at www.hkabasa.asn.au

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the PLACES"

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