



New South Wales
Government

BUSINESS TRADE MISSION

**AGRIBUSINESS &
PROCESSED FOOD**
25 - 30 AUGUST 2014

MALAYSIA & SINGAPORE



**The new
state of
business**



Business Trade Mission to Malaysia & Singapore

25 - 30 AUGUST 2014

South East Asia has a large and fast growing consumer market, representing a great opportunity for NSW growers and processors to expand their business.

Our State's agriculture and food companies are internationally renowned for their safe, fresh and abundant produce. We are well placed to meet the rising demand of countries like Malaysia and Singapore for quality and varied food.

As the mining boom slows, agribusiness will play an increasingly important role in the economic prosperity of NSW and Australia, and I look forward to working with you to ensure we make the most of this opportunity.

The Hon. Andrew Stoner MP
Deputy Premier
Minister for Trade and Investment
Minister for Regional Infrastructure and Services

MISSION HOSTS



The new state of business



Trade & Investment

Helping companies to establish or grow their exports is one of the key functions of NSW Trade & Investment. Through our programs, NSW companies can learn about the basics of exporting, visit target markets, secure investment and expand internationally.

NSW Trade & Investment will have a team on hand to manage all aspects of the mission. Travelling with the delegation will be an experienced Trade & Investment business specialist. In market strategic partners will provide invaluable on-the-ground knowledge and expertise on doing business in these expanding markets.

MISSION PARTNER



NAB is proud to support NSW State Government's Business Trade Mission for Agribusiness and Processed Food. As Australia's largest agricultural bank we are committed to connecting businesses and individuals across the Asia region. Our priority is to make it easier for Australians and New Zealanders to do business or invest in Asia's complex and growing market. We provide:

- A deep understanding of your organisation and the agricultural industry, and a broad perspective across the Asia region.
- A long-term commitment to supporting your organisation as well as Australian and New Zealand agribusiness – at home and in Asia.
- Consistent delivery of what's important to you through one specialist agribusiness relationship team.
- Specialised solutions tailored to your funding, cash flow and risk management needs across the region.
- Seamless access across borders – the same service across the regions, with teams on the ground who understand the local markets and beyond.
- Connections and networks with agribusinesses and industry leaders across Asia to help you develop and fulfil your business aspirations.

MISSION SUPPORTERS



WHAT'S ON OFFER

Pre-departure briefing with our specialist Business Advisory team and Regional Export Advisors, and mission partners/supporters. You will be given expert advice to develop strategies to maximise mission opportunities.

Preparation of NSW Trade & Investment **mission booklet** to promote participants' products and capabilities.

Individual B2B meetings with targeted companies as outlined in your application.

Study tours to a selection of major supermarket marquee stores.

Exclusive networking events with companies, government agencies, key customers and potential partners.

Breakfast briefing and presentations by in-market specialists in each market.

On-the-ground assistance and advice from our mission partners and supporters on how to successfully operate in these markets.

Post-mission support from our Business Advisory team and Regional Export Advisors to assist with your move into these markets.

THE INVESTMENT

\$2,000 per person*

VALUE OFFER

This is a unique and high value mission developed by NSW Trade & Investment exclusively for NSW businesses. We have tried below to estimate what a similar mission might cost, should companies want to pursue this activity on their own.

	Independently	NSW Trade Mission
Mission cost	\$0	\$2,000
International air fare (economy) Sydney to Kuala Lumpur and Singapore to Sydney	\$1,250*	\$1,250*
Internal air fare (economy) Kuala Lumpur to Singapore	\$100	\$0
Airport transfers	\$100*	\$0
Accommodation (4-nights) Based on 4-star or equivalent	\$1,100*	\$0
B2B meeting (8)	\$3,000	\$0
Supermarket tours	\$250*	\$0
Exclusive dinner	\$150*	\$0
Networking events (2)	\$100	\$0
TOTAL	\$6,050	\$3250
ESTIMATED TOTAL SAVING		\$2800

PROPOSED PROGRAM

DATE	TIME	ACTIVITY	DETAILS
Monday 25 August	7:25	Depart Sydney for KL	Recommended flight Malaysia Airlines 142
	14:15	Arrive into KL	
		Coach transfer from airport to hotel	
	18:00	Welcome dinner	
		Overnight accommodation	
Tuesday 26 August	7:30	Breakfast presentation	In-market specialists
	9:20	Meet in hotel foyer	
	9:30	Coach departs for supermarket tours	Lunch in major shopping centre food court
	14:30	Coach returns to hotel	
	15:00	Delegates depart for afternoon individual B2B meeting	Individual itineraries will be provided
	18:00	Delegates arrive back at hotel	
	19:00	Networking event	
		Overnight accommodation	
Wednesday 27 August	7:30	Breakfast in the hotel included	
	8.30	Delegates depart for individual B2B meetings	Individual itineraries will be provided
	16.30	Delegates arrive back at hotel	
	17:00	Coach departs for airport	Approx 1 hour travel time
	18:55	Depart KL for Singapore	AirAsia flight 719
	20:00	Arrive into Singapore	Approx 1 hour flight time
		Coach transfer from airport to hotel	Approx 30 minute travel time
			Overnight accommodation
Thursday 28 August	7:30	Breakfast presentation	In-market specialists
	9:30	Delegates depart for individual B2B meetings	Individual itineraries will be provided
	18:00	Delegates arrive back at hotel	
	19:00	Networking event	
			Overnight accommodation
Friday 30 August	7:30	Breakfast in the hotel included	
	8:20	Meet in hotel foyer	
	8:30	Coach departs for supermarket tours	Lunch in major shopping centre food court
	13:30	Delegates arrive back at hotel	
	14:00	Delegates afternoon individual B2B meeting	Individual itineraries will be provided
	17:00	Coach departs for airport	
	19:20	Depart Singapore for Sydney	Recommended flight British Airways 15

REGISTRATION FORM

NSW Trade & Investment ASEAN Agribusiness & Processed Foods Business Trade Mission

PERSONAL DETAILS

Title:	First Name:	Last Name:
Position:	Company:	
Address:		
City:	State:	Postcode:
Phone:	Mobile:	
Email:		

PASSPORT DETAILS

Please enter your name exactly as it appears in your passport

Title:	First Name:	Last Name:
Date of Birth:	Passport Number:	
Issue Date:	Expiry Date:	
Nationality:	Country of Birth:	

NEXT OF KIN

Title:	First Name:	Last Name:
Relationship:	Mobile:	
Address:		
City:	State:	Postcode:
Home Phone:	Work Phone:	
Email:		

OTHER INFORMATION

Seating:	Aisle or Window
Meal Requirements:	
Medical Conditions:	
Frequent Flyer Airline:	Frequent Flyer Number:

**Applications close Friday 01 August 2014.
\$2000 mission fee will be payable by 01 August 2014.**

MISSION OUTCOMES

To assist NSW Trade and Investment deliver the best Trade Mission and targeted B2B meeting program for your business, please provide the following information.

Are you currently exporting goods and/or services?

Yes / No

If yes, to which countries?

If you are not currently exporting to either of these markets, please number your priority in order:

Malaysia Singapore

Please describe the product/service you are/or wish to export?

What are the three most important outcomes you want by attending this mission?

Who do you want to meet with in each market?

Malaysia

Agents/distributors Supermarkets Restaurants Caterers Hotel chains

Freight/logistic companies Trade/government bodies Other (please list)

Singapore

Agents/distributors Supermarkets Restaurants Caterers Hotel chains

Freight/logistic companies Trade/government bodies Other (please list)

Have you participated in an international mission in another state or run by an industry/corporate body?

Yes / No

If yes, did you find it a valuable experience?

Yes / No

If not, what would have made it more valuable?

ENQUIRIES

Please contact Aaron Averay on 02 9338 6880 or via aaron.averay@business.nsw.gov.au with any queries.

INCLUSIONS

- Individual B2B meetings
- One-way economy class flight from Kuala Lumpur to Singapore
- 2 nights accommodation in Kuala Lumpur in a 4-star equivalent hotel
- 2 nights accommodation in Singapore in a 4-star equivalent hotel
- Breakfast briefing in each market
- Breakfast daily
- Welcome dinner in Kuala Lumpur
- 2 business networking events with high level attendees offering business networking opportunities
- Return coach transfers to/from airport
- Coach transport for the group supermarket visits

EXCLUSIONS

- International airfares (SYD-KL and SIN-SYD)
- Taxi or other transportation expenses for the B2B meetings
- Lunches
- Some dinners
- Travel insurance
- Mini-bar
- Phone, fax or internet expenses
- Leisure activities
- Personal expenses
- Visa expenses

TERMS & CONDITIONS

- **Applications close Friday 01 August 2014.**
- **The \$2000 mission fee will be payable by 01 August 2014.**
- Cost based on single occupancy.
- NSW Trade & Investment requires a minimum number of 8 participants for the mission to proceed, maximum of 16 places available.
- If the minimum number is not achieved, NSW Trade & Investment reserves the right to postpone or cancel the mission.
- If NSW Trade & Investment cancels the tour a full refund of the A\$1,500 deposit will apply to all mission participants.
- Airfares and accommodation are 100% non-refundable once full payment has been received. However, name changes are permitted but will incur a A\$50 administration fee.
- Individuals are responsible for their own travel insurance, passport and visa arrangements.
- Every effort will be made to deliver the advertised program, however content of the mission may be subject to change. Where replacements are required, they will be of the same quality and consistent with the intent of the mission.
- All participants are asked to provide NSW Trade & Investment with a mobile number they will be contactable on during the mission.

I have read and accept the terms and conditions of registration

Yes / No

Signature:

Date:



**Trade &
Investment**

NSW Trade & Investment

Level 47, MLC Centre,
19 Martin Place, Sydney NSW 2000
GPO Box 5477, Sydney NSW 2001 Australia
Tel: +61 2 9338 6880
Email: aaron.averay@business.nsw.gov.au

www.business.nsw.gov.au