



Speech by

## Hon. HENRY PALASZCZUK

MEMBER FOR INALA

Hansard 15 September 1999

### MINISTERIAL STATEMENT

#### Saudi Agriculture 99

**Hon. H. PALASZCZUK** (Inala—ALP) (Minister for Primary Industries) (9.56 a.m.), by leave: Next month Queensland will be strongly represented at one of the biggest agricultural exhibitions in the Middle East. Saudi Agriculture 99 will be held in Riyadh in Saudi Arabia from 3 October to 7 October. The Department of Primary Industries will provide an opportunity for the State's agri-food producers to have their produce promoted in one of the most promising markets in the world.

The DPI stand at Saudi Agriculture 99—a stand measuring 15 square metres—has the sole purpose of promoting Queensland produce to the Middle East. The stand will be shared by the Queensland Centre for Climate Applications and T-Systems, a Brisbane-based drip irrigation company. Members of Ridley Agriproducts and Southern Cross Grains will be participating in the mission, but not in the exhibition.

Other Queensland companies will be participating in this high-profile trade initiative by providing promotional material for display on the stand. They include P & H Rural, who are involved in agricultural machinery in Bundaberg; Janke, whose field is agricultural machinery at Mount Tyson; the irrigation companies, McCracken's Water Services from Rockhampton and PPI Corporation from Brisbane; the Australian Braford Society from Rockhampton and Better Blend Stockfeeds from Oakey.

I am very pleased to inform this House that another major aspect of this promotion comes as a direct result of the highly successful trade mission which I had the privilege of leading to the United Arab Emirates and Saudi Arabia in April. Around 25 companies have expressed interest in participating in a Queensland theme promotion in the Saudi supermarket chain, Tamimi-Safeway, the largest supermarket group in Riyadh. Industry participants in this very special trade mission include the Bundaberg company, Austchilli, who specialise in fresh and value-added chilli products, and the meat processing company IMPT Meats from Brisbane. Austchilli from Bundaberg is following up on the outcomes of its participation in the April trade mission.

A number of other companies are participating in the promotion by contributing products and promotional material. They include Gelati Italia from the Gold Coast; the Gympie confectionary company, Kaygees; South Pacific Melons, who are part of the Burnett Food Alliance in Bundaberg; Capilano honey from Richlands, and the Mexican food products firm, San Diego Tortilla Company, from the Gold Coast. This major promotion will be under the theme "Queensland fresh, Queensland best". The promotion will cover six stores in the Saudi capital of Riyadh and will extend over two weeks of full product feature on special stands in supermarket aisles. This may be extended to four weeks at the discretion of the Tamimi group. After the main feature period, the products will then go onto shelves in the supermarkets, meaning the Queensland agri-food promotion will extend over a period of two months.

This is a tribute to the quality of Queensland produce and to the initiative of our producers in taking up opportunities to enter new trading partnerships in the Middle East. It is part of a very promising picture which is rapidly emerging in the Middle East region for Queensland agri-products.