

QUESTION ON NOTICE
No. 158
Asked on Tuesday, 20 February 2007

MR HOOLIHAN asked the Minister for Primary Industries and Fisheries (MR MULHERIN)-

QUESTION:

How will the one day showcase of Queensland food and drink products in Sydney on 23 February 2007 benefit Queensland producers?

ANSWER:

The showcase of Queensland food and beverage products on 23 February 2007 was very well received by the major Sydney-based Japanese food companies. Fifteen Queensland companies participated, and their initial feedback has been very positive.

The objectives of the showcase were to profile Queensland food and beverage products to Japanese companies with procurement and investment offices in Sydney and to allow Queensland companies to meet with these buyers to discuss specific opportunities for their products. Seven very large Japanese companies attended the showcase.

Prior to this event, Department of Primary Industries and Fisheries officers undertook research to identify the products that were being sought by these Japanese companies. These products are now being evaluated by experienced Japanese buyers, who are providing valuable feedback to the companies, which will enable them to tailor their products to better meet customer needs. It is expected that these initial contacts will lead to further trade discussions for most if not all participants.

The Japanese Government's Japan External Trade Organisation (JETRO) has also promoted the Queensland participants more widely by distributing their corporate profiles to another 23 Japanese trading companies in Australia, Japan and South-east Asia.

The event was a very successful collaboration between trade officers from Queensland's Department of Primary Industries and Fisheries and the Department of the Premier and Cabinet and JETRO.

The showcase has advanced the development of the Japanese market for Queensland foods and promoted opportunities for investment in Queensland industry. It has raised the awareness of these buyers to the wide variety of products Queensland has to offer, and highlighted Queensland's capability as a supplier of high quality tropical and innovative foods.