

QUESTION ON NOTICE
No. 226
Asked on 10 March 2011

MR HOOLIHAN asked the Minister for Agriculture, Food and Regional Economies (MR MULHERIN)–

QUESTION:

How does the Grow Korea trade project assist Queensland food manufacturers to develop business opportunities in the South Korean food market?

ANSWER:

The Grow Korea project is another highly successful initiative undertaken by the Queensland Government. This project has earned in excess of \$53 million for Queensland companies, including \$7 million to date in the 2010-11 financial year.

This collaboration delivers a suite of services to Queensland client companies focused on aligning Queensland food export capability with market opportunities in Korea.

The project involved the placement of a food and agribusiness specialist trade officer in the Trade Office in Seoul for a total of two years.

The staff in this project have developed a strong knowledge base of the needs of the Korean food manufacturing industry and the food ingredients they require. These staff also understand the type of product that the Korean retail sector is seeking. Once they can match those requirements with Queensland company products there is an opportunity to create or expand Queensland's food and ingredients exports.

To date the project has engaged 45 Queensland companies and generated new exports for a range of products including beef extracts, grains, fruit juices, bakery filling, macadamia nuts, ice creams and olives.

Queensland based Food and Agribusiness trade officers work with selected companies to assist them with all aspects of market entry including packaging, labelling, meeting the requirements of the Korean Food and Drug Administration and linking them with the most suitable importer and distributor.

The food and agribusiness sector is a key contributor to regional development. While there is often a focus on the value of new exports, the Queensland Government assists enterprises to become more competitive, and increases their contribution to Queensland's regional and economic growth.