



如何打进澳洲的主流食品市场？

HOW TO ENTER INTO THE MAIN STREAM FOOD MARKET OF AUSTRALIA?

Are you dreaming to go into a market of 20 million population with high spending power? Interested to supply your products into over 2000 supermarkets? Then you should not miss our talk on how to enter the main stream food market of Australia.

Australia, being the 6th largest domestic exporting countries of Singapore, is definitely a market which most companies dream of venturing into. Like all things, it will be easier if companies had prior knowledge and tips from experienced person before testing out the market. Mr Wong Mong Hong will be sharing his knowledge on the Australia market. With his 36 years of experiences in the food sector and his vast knowledge in the Australia market, he will definitely be able to share some trade secrets that will take you a long way. In connection to the talk, a trade mission will be made to Australia on 10-14 September in conjunction with Fine Food Australia 2006 show in Melbourne. A pre-mission talk is organized on 1 September 06.

日期 : 2006年9月1日(星期五)
 时间 : 下午 3.30 - 6.00 时
 地点 : 本会会议厅(二楼)
 收费 : \$10(会员)
 \$20(非会员)
座位有限, 请尽早报名!

Date : **Friday, 1 September 2006**
 Time : 3.30 pm - 6.00 pm
 Venue : SFMA Conference Room 2nd Level
 Fees : \$10 (members)
 \$20 (non-members)
Limited seats available, please pre-register early to avoid disappointment!

大纲

打进澳洲主流食品市场(中文)

- 了解澳洲市场运作
- 打进澳洲主流市场的小秘方

海运与产品须知(中文)

新、澳自由贸易协定(英文)

- 饮食公司如何受惠
- 饮食公司的关税回扣
- 饮食个案研究

问答时间

Topics

Explore the Australia Food Product Market (in Chinese)

- Knowing the Australia market
- Tips and shortcuts to venture into the mainstream market

Marine and Product Insurance by a speaker from Excelsus (in chinese)

Singapore-Australia Free Trade Agreement (SAFTA) by a speaker from IE Singapore (in English)

- How it can benefit F&B companies
- Tariff Concessions for F&B companies
- Case Studies on F&B products benefiting under SAFTA

Question & Answer

敬备茶点招待出席者·

Light refreshments will be provided for participants.

Reply Slip 回复

有意者, 请填妥下列报名表格在 28/8/06 之前传真到 6223 7235 或电话联系: Feliz Ong 6221 2438

Kindly complete the portion below & fax to 6223 7235 (Secretariat) before 28 August 2006.

姓名: (英文) _____ (中文) _____

Name: _____ Chinese _____

公司: _____ 人数 _____

Company: _____ No. of Pax _____

地址: _____

Address: _____

联络电话: _____ 传真: _____ 手机: _____

Contact No. _____ Fax _____ HP _____



新加坡食品厂商联合会
SINGAPORE FOOD MANUFACTURERS' ASSOCIATION
 7, Teo Hong Road, Singapore 088324
 Tel : 6221 2438 Fax : 6223 7235

如何打进澳洲的主流食品市场？

HOW TO ENTER INTO THE MAIN STREAM FOOD MARKET OF AUSTRALIA?

您梦想打进拥有两千万，高消费人口的市场吗？想供应您的产品到两千多间超市吗？那您就不能错过我们特别为您而主办的“如何打进澳洲的主流食品市场？”讲座。

新加坡第六大贸易国，澳洲，是商家不容忽视的市场。所谓知己知彼，方能百战百胜，有军师的指点，定能事半功倍。拥有 36 年经验的黄梦雄先生将与您分享进入澳洲市场的窍门。经验丰富的他，将能为商家指点迷津，让大家对澳洲市场有更进一步的了解。为配合在澳洲墨尔本的食品展，我们也将于 9 月 10 至 14 日主办到澳洲的商务考察团。有关考察团的讲解也将于同一天进行。

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