

DATE CLAIMER:

Proposed Food & Agribusiness Trade Mission to Hong Kong & Taiwan (8~13 May 2017)

Trade and Investment Queensland (TIQ) invite you to participate in the Queensland Government's trade mission to **HOFEX 2017 in Hong Kong and Taiwan** to showcase Queensland's high quality food and beverage products, especially those healthy and functional food products (i.e. gluten free, vegan, paleo friendly).

The first segment of the mission is to participate in **HOFEX** (www.hofex.com) which is a premier international food show to be held in **Hong Kong** from **8 to 11 May 2017**. This biennial event attracted nearly 40,000 buyers and 2,500 exhibiting companies from 57 countries in 2015.

The second segment is to **Taipei, Taiwan (12-13 May 2017)**, where you will be introduced to local food importers, supermarket buyers, distributors, hotel executive chefs, restaurateurs, retailers, and government officials.

The proposed trade mission program will run from **Monday 8 May to Saturday 13 May 2017** and offer you:

- **Exhibition space** at HOFEX for your product or promotional materials (on shared-cost basis) at the Queensland Government booth (on a *first-come-first-served* basis);
- **Business matching meetings** in Hong Kong and Taiwan with food buyers or importers;
- **Market/industry briefing, direct promotion, and in-market assistance** (i.e. supermarket visits & on-site meeting facilitation with buyers);
- **Invitation** to the Queensland Government networking functions in Hong Kong and Taiwan for your prospective clients;
- A **translated trade mission booklet** of your company's profile and product information;
- An **entry ticket** into the HOFEX 2017 exhibition; and
- Pre-mission support and post-mission follow-up.

To register your interest, please accept this date claimer now. If you have any questions, please contact Cynthia Chen by phone 07-3514 3071 or via email cynthia.chen@tiq.qld.gov.au

