



29 Apr 2016

Gold Coast Bulletin, Gold Coast QLD

Author: JENNY ROGERS MARTIN RASINI • Section: General News

Article type : News Item • Classification : Regional • Audience : 28,029 • Page: 28

Printed Size: 218.00cm² • Market: QLD • Country: Australia • Words: 175

Item ID: 585200722

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China trade mission brings recognition for Tweed firm

TWEED trailblazer Anni Brownjohn is still glowing after representing the Northern Rivers region in Shanghai during Australia Week in China.

Ms Brownjohn has racked up the recognition for her leading Australian organic food manufacturer, The Right Food Group.

Winner of the NSW Business Chamber's 2015 award for Excellence in Export and reigning Northern Rivers Business of the Year, she joined politicians and business leaders for Australia's largest-ever trade mission to China.

Events were held in seven cities to promote exports in agribusiness, premium food and beverage, financial servi-

ces, education and tourism.

The NSW Business Chamber delegation promoted its Export Growth China program, which helps SMEs overcome the cultural, cost and risk hurdles involved in exporting to China for the first time.

Chamber CEO Stephen Cartwright said his team matched Australian SMEs with potential Chinese buyers and business partners at its display in Shanghai.

NSW Business Chamber Northern Rivers regional manager John Murray said the export growth program could help local businesses take advantage of Chinese demand for clean, green products.

Visit exportgrow-th.com.au



Anni Brownjohn.