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Page 1 of 1

Making the most of China markets

NSW Farmers is launching into a new initiative to help grass roots entrepreneurs tap the China market.

The Association has formed an agreement with NSW Business Chamber, which runs the Export Growth China program.

The Chamber operates an exhibition hall in Shanghai to promote Australian products and offers expert advice to help aspiring exporters navigate the complex China trade system.

The complexities of exporting to the world's largest consumer market is a critical barrier to small and medium sized farmers- Matt Brand

“Program participants have their products or services displayed in a Chinese showroom for a minimum of six months - during this time a team of international trade experts identify potential Chinese buyers and business partners,” said NSW Business Chamber Chief Executive Stephen Cartwright.