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Export Growth China program secures first major trade deal

NSW Business Chamber's ground-breaking **Export Growth China** program has secured its first major trade agreement for a program participant, enabling **Candori Australia** to retail its quality range of powdered milk products in China's largest supermarket chain.

Formally launched at a gala event in Shanghai on 20 August, *Export Growth China* builds on NSW Business Chamber's existing China export consulting service to provide a low-cost, low-risk solution for small and medium-sized Australian businesses looking to export to the world's largest consumer market.

Using a purpose-built showroom located in ShanghaiMart, the largest permanent trade centre in Asia, *Export Growth China* helps Australian businesses reach key decision-makers while the Chamber's international trade experts on the ground in Shanghai proactively match them with potential business partners.

Candori Australia, an exporter of powdered milk products sourced from free range dairy farms in Gippsland, Victoria, has established a trade agreement through the Chamber's *Export Growth China* program that will see the company's premium range of infant formula and UHT milk stocked in 350 supermarkets across China.

"*Export Growth China* is the first program of its kind offering Australian SMEs a real chance at achieving export success in China and we are immensely proud to announce the first trade agreement for a program participant which will enable *Candori* products to be retailed through China's largest supermarket chain," said NSW Business Chamber Chief Executive, Stephen Cartwright.

"As a result of the agreement, annual sales for *Candori* products in China from this agreement alone are expected to reach at least 4 million Chinese Yuan Renminbi, well over \$AUD 850 000, which is a fantastic result just a few months into our *Export Growth China* program.

"This agreement is just a taste of things to come. The recent signing of the China Australia Free Trade Agreement has created enormous opportunities for Australian SMEs in China, and through our *Export Growth China* program, we're here to match Australian businesses with the right buyers and distributors to ensure long-term success.

"With our trusted team of international trade experts on the ground in Shanghai, the possibilities for Australian SMEs on the back of the *Export Growth China* program are endless," Mr Cartwright said.

Candori Australia spokeswoman Shuang Wang said the company was excited to have a foothold in the China export market as result of its participation in the *Export Growth China* program.



“The *Export Growth China* team in Shanghai had an excellent understanding of our business model, target market and operational capability and were able to match us with the right distributor to maximise our exposure in the Chinese market.

“Apart from the opportunity to have Candori’s premium range of powdered milk products stocked in 350 supermarkets across China, our products will also be promoted through in-store demonstrations and we will conduct training for promotional staff to ensure the benefits of our products are well-communicated to Chinese consumers.

“The *Export Growth China* program has already put *Candori* on the path to achieving export success and we look forward to continuing to work with the Chamber as part of our long-term growth strategy,” said Ms Wang.

Business owners interested in finding out more information should visit www.exportgrowth.com.au or call 1800 505 529.

Export Growth China is an initiative of the Australian Chamber movement and this activity received some funding support from the Australian Government as part of the Asian Business Engagement Plan.

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