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Eco Chopping Boards to take a slice of Chinese export market

Byron Bay's Eco Chopping Boards could soon see their locally-sourced timber chopping boards in kitchens throughout China, after joining NSW Business Chamber's new **Export Growth China** program which helps small and medium-sized Australian businesses break into the Chinese export market.

Established in Byron Bay in 1991, the family owned and operated business manufactures chopping and bread boards from Camphor Laurel timber, which is sustainably sourced from the Northern Rivers region and has natural antibacterial qualities.

"Camphor Laurel grows like a weed in the area and removing the trees helps the local environment as it enables our native trees such as Cedar and Rosewood to grow," said Eco Chopping Boards Manager, Rebecca Klein.

"We have established an excellent reputation in Australia with our unique chopping boards that are not only handmade, but of the highest quality. China with a population of over 1.3 billion presents an exciting opportunity to build on our success locally and expand our business.

"We joined the NSW Business Chamber's **Export Growth China** program because it takes the stress out of entering a new export market and allows us to introduce our quality timber chopping boards to the world's fastest growing consumer market without the associated costs and risks," said Ms Klein.

NSW Business Chamber-Northern Rivers Regional Manager, John Murray, said: "Demand for environmental products and services in China is growing at a faster rate than any other country in the world, and there is enormous potential for businesses like Eco Chopping Boards that have a proven track record of supplying unique and high-quality products to establish trade agreements.

"**Export Growth China** provides businesses with a low-cost entry point and essentially 'holds their hand' through the entire process; from determining whether they're ready to export right through to facilitating trade agreements with Chinese wholesale buyers.

"We have opened a custom-designed showroom in the heart of Shanghai's international trading district, which we are currently filling with Australian products and services ready to be matched with wholesale buyers.

"Although the showroom will be officially launched in August, our staff on the ground are already proactively marketing these products to wholesale buyers and providing real-time feedback on potential sales leads, Mr Murray said.



Media Release



For more information about **Export Growth China**, visit www.exportgrowth.com.au or call 1800 505 529.

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