

# Expression of Interest

## Food & Agribusiness Trade Mission to Hong Kong & Taiwan

8–13 May 2017

Trade and Investment Queensland (TIQ) invite you to participate in a trade mission to **HOFEX 2017 in Hong Kong and a visit to Taiwan** to showcase Queensland's high quality food and beverage products.

### Who should join the Mission?

Queensland exporters of:

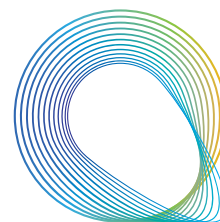
- Manufactured food (bakery, snacks, nuts, confectionery, pre-cooked meals etc.)
- Processed fruit (puree & toppings)
- Wine & spirits
- Beverage (bottled water, energy drinks, fruit juice, cordials etc.)
- Dairy Products (flavoured milk, gourmet ice cream, yoghurt, frozen desserts etc.)
- Seafood (fresh & chilled)
- Functional Food, Health Supplements & Nutraceuticals
- Organic & nutritional food, vegan & gluten-free products

### TWO STAGES:

#### Stage 1 – HOFEX 2017, Hong Kong (8–11 May 2017)

**HOFEX** is a premier international food show to be held in Hong Kong from 8 to 11 May 2017. This biennial event attracted approximately 40,000 buyers and 2,500 exhibiting companies from 57 countries in 2015.

More details are available on [www.hofex.com](http://www.hofex.com)



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endless opportunities

#### Stage 2 – Taipei, Taiwan (12–13 May 2017)

The second stage of the trade mission is to Taipei, Taiwan, where you will have the opportunity to promote your products directly to local buyers, importers and distributors for hotels, restaurants, supermarkets, convenience stores, e-commerce, and the food servicing industry.

### Benefits

- All trade mission participants (exhibitors & non-exhibitors) will have the opportunity to:
- Receive market and industry briefings and in-market assistance (i.e. supermarket visits & on-site meeting facilitation with buyers);
- Invite two of your prospective clients to the Queensland Government networking functions in Hong Kong and Taiwan;
- Participate in site visits to supermarkets and retail outlets in Hong Kong and Taiwan;
- Include your company profile and product information in the Queensland Government trade mission booklet;
- An entry ticket into the HOFEX 2017 exhibition; and
- Pre-mission support and post-mission follow-up.

Exhibitors at the Queensland Government booth will receive the following additional benefits:

- HOFEX exhibition space for your products or promotional materials at the Queensland Government booth (24m<sup>2</sup>, space for a maximum of 10 firms on a shared basis);
- Business matching meetings with buyers and on-the-ground support; and
- Access to Chinese / English interpreters at the Queensland Government booth.



30  
YEARS  
celebration

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### Registration (closes on Monday, 20 March 2017)

Places are limited. To express your interest in participating in this mission, please complete TIQ's registration form by **20 March 2017** and email to [cynthia.chen@tiq.qld.gov.au](mailto:cynthia.chen@tiq.qld.gov.au)

- I will co-exhibit at HOFEX TIQ stand in Hong Kong
- I will exhibit at my own HOFEX booth in Hong Kong
- I will attend HOFEX in Hong Kong as non-exhibitor
- I will participate in the side mission to Taiwan

### Contact details

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### Mission Fees

If you intend to participate in both Hong Kong and Taiwan segments (no additional fee for the Taiwan leg):

**AUD 2,100 per company as HOFEX Co-Exhibitors** (Queensland Government booth on a shared basis); or

**AUD 500 per company as HOFEX Exhibitors** (with company's own paid booth); or


**AUD 500 per company as Non-Exhibitors.**

If you intend to only participate in the Taiwan segment:


**AUD 500 per company.**

**Note:** Limit to two delegates per company.

Mission participants need to cover their own personal expenditures, including airfare, ground transfer, and accommodation as well as any expenses associated with equipment hire at HOFEX.

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 [tiq.qld.gov.au](http://tiq.qld.gov.au)

 [tiq.info@qld.gov.au](mailto:tiq.info@qld.gov.au)

