Transcript

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# Asian Market Success video transcript

Asian Market Success is a three year, $6 million project funded by the State Government’s Royalties for Regions program. Managed by the Department of Agriculture and Food, Asian Market Success is designed to boost the confidence and capacity of Western Australian agrifood businesses to invest in accessing and developing high value, premium export markets in Asia.

To capture the opportunity presented by Asia’s emerging middle class who demand premium quality food, both government and industry need to move beyond just talking, to taking actions that will actually make it happen.

Asian Market Success will help the WA agrifood sector by actively engaging businesses in sourcing export opportunities; and equip willing and capable exporters to capture these opportunities.

Access to reliable sources of quality information about export market opportunities is critical for WA agrifood businesses to be successful in Asia. The Target Market Opportunities report will identify 20 high growth, high value agrifood export opportunities for products that targeted Asian markets want, and WA can produce. The report will also identify potential in-market partners for WA agrifood businesses. The findings of the report will allow WA’s most capable agrifood export companies to assess and pursue genuine opportunities that they may be able to capture. Working out what Asian consumers want and matching this with what we’re capable of growing and exporting will create benefits for the WA agrifood sector and the economy.

To attract the strategic capital agrifood businesses will need to achieve their export ambitions, they may need to restructure their operations and business plans. To assist with this, the Investment Ready Report will explore new business models and financing options, as well as identify potential investors for WA agrifood businesses who have a strong desire to expand their operations.

Our Asian Market Export grants program will make a total of $3 million available to those willing and capable businesses to further develop export relationships with in-market partners and expand their international activity.

In-market trade officers will be appointed in key target markets including Singapore, Indonesia and India - in addition to established officers in China and the United Arab Emirates. They will be responsible for supporting WA agrifood businesses by identifying in-market partners and gaining access to new markets and consumer groups.

Asian Market Success will provide detailed market, industry and investment analysis to encourage WA’s most capable and willing export businesses to achieve their ambitions of exporting local produce to high value premium markets in Asia …thus laying the foundations to enable the industry to double the value of the sector by 2025.

# End of transcript