

Asia Fruit Logistica 2017

HONG KONG 6-8 SEPTEMBER 2017

Expression of interest

Be Part of New Zealand Horticulture's Story-Telling to the Globe

New Zealand horticulture is taking its story to the world again this year with the combined national pavilion, giving you the ideal opportunity to build new and better relationships with your buyers, suppliers and global industry colleagues.

Asia Fruit Logistica 2017 will be the biggest commercial fruit and vegetable industry trade show in the Southern Hemisphere. And we need your organisation to be a part of it.

NZTE

We are working with New Zealand Trade and Enterprise to leverage its connections and government influence on behalf of businesses, and apply local knowledge to help New Zealand business enter and grow in international markets. At present we are in negotiation to ascertain the level of NZTE's commitment both for you as exhibitors and to help fund the actual pavilion.

This will involve NZTE having conversations with you early on with regard to your business goals and plans for attending, then the development of a business programme to assist you to leverage the team of international business development managers and connections.

Building On 2016

Since 2015 we have taken a more strategic approach to showcasing New Zealand horticulture on the world stage through:

- A distinctly unique New Zealand pavilion design, that generates interest and attention from visitors and the media;
- A stronger partnership between industry and NZTE; and
- A better return on investment (in time and dollars) for our industry exhibitors.

Feedback from participants suggests that this approach has been successful, and we are anticipating an even better show for New Zealand and our participants this year. Attached is the report prepared for NZTE on the 2016 Asia Fruit Logistica show.

Financial Investment for 2017

Your financial investment for 2017 will be dependent on the level of financial support from NZTE and the final budget for the pavilion. As with previous years HortNZ and Pipfruit NZ will provide seed funding and in addition to project management, Plant and Food Research will also contribute some seed funding. Our aim is keep the cost to your organisation as minimal as possible. We anticipate that for the 2017 show, stands in the pavilion will cost between NZ\$10,000 and NZ\$16,000 depending on location within the pavilion footprint, the level of NZTE financial support and the final budget for the pavilion. (The cost of running the 2016 event came in under budget and, once the account is finalised, there will be a refund made to the 2016 exhibitors.)

Need more information?

General enquiries regarding the stand should go to:

Yvonne McDiarmid, Plant & Food Research, yvonne.mcdiarmid@plantandfood.co.nz

Completed forms should be sent to:

Shona Roberts, Horticulture New Zealand, shona.roberts@hortnz.co.nz



NEW ZEALAND PAVILION – ASIAFRUIT LOGISTICA 2017 EXPRESSION OF INTEREST

Expression of Interest

Completing this Expression of Interest indicates an interest in exhibiting as part of the NZ Pavilion at Asiafruit Logistica 2017

Pleas return this form by 5pm Friday 31 January 2017

Name of Company:

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Contact Person:..... Title:.....

Address:.....
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Tel No: Mobile No:

Email:.....

Signature _____ Date _____

Scan and email your completed form to: shona.roberts@hortnz.co.nz

