



# CITCSA Flash

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## Briefing for Adelaide Epicurean in September 2008



Mr Nick Begakis AM, CITCSA Chairman, Mr Bob Gell, President Canadian Australia Chamber of Commerce SA, Mr Peter Vaughan, Chief Executive, Business SA and His Excellency Mr Michael Leir, High Commissioner of Canada at the Maple Leaf breakfast held in honour of the business delegation from Manitoba, Canada held on February 21<sup>st</sup> at the Hyatt Regency Adelaide

Adelaide Epicurean is an event that showcases South Australia's food, wine and primary producers to international buyers who will be invited to visit Adelaide as guests of South Australia's international chambers of commerce and business councils. This event provides an excellent opportunity for CITCSA organisations members to do some business in food and wine. The plan includes CITCSA's 40 member organisations each appointing a "food and wine" ambassador to coordinate their efforts in this important area.

Adelaide Epicurean will be held from Thursday September 4<sup>th</sup> until Saturday September 6<sup>th</sup> 2008 and will include VIP visits to the Royal Adelaide Show, Adelaide Central Market, and business matching opportunities for interested South Australian exporters and traders. International guests will be hosted by CITCSA member organisations at the annual CITCSA Awards Dinner. A CITCSA Food and Wine award is currently under negotiation.

Adelaide Epicurean was successfully staged by CITCSA in Adelaide in 2003 when business worth \$12m was achieved and many successful international business partnerships were forged. Over 47 international delegates attended.

CITCSA is committed to creating international trade fairs in South Australia based around existing industry events. Adelaide Epicurean is the first such planned event, with others involving electronics and water planned for the future with our industry partners.

There will be briefing session for Adelaide Epicurean 2008 on **Wednesday April 9<sup>th</sup> from 5.30pm – 6.30pm** in Room 1 C at Enterprise House. This will feature Mr Steve Marafiotte from Australian Quality Plus, who participated in Adelaide Epicurean 2003, Mr Nick Begakis AM Chairman of CITCSA who will present an overview, and Ms Michelle Hocking, Marketing Manager for the Adelaide Showgrounds who will provide an update on the "new" Royal Adelaide Show and Adelaide Showgrounds.

Please reply to Angie Lewis if you are able to attend on ph 83000110 or email [angie.lewis@citcsa.org.au](mailto:angie.lewis@citcsa.org.au) by Tuesday April 8<sup>th</sup>.

## Mission to Singapore for Food Hotel Asia in April 2008

The Australia Singapore Business Council is leading a food and wine mission to Food and Hotel Asia in Singapore April 22<sup>nd</sup> – 25<sup>th</sup> 2008. There are already 23 companies that will be exhibiting at the event. Contact Ernie Goh, President of Australia Singapore Business Council if you would like to join the mission on 0409799933.

Contact Jessica Caston at Food Adelaide if you like to book display space at the Expo on 83000022

## Business Club Australia at the Beijing Olympics August 2008

The Beijing 2008 Olympic Games officially open on Friday 8 August this year and will provide a unique opportunity for Australian companies to build international business connections in the all-important China market, while delivering the sporting experience of a lifetime.

Austrade's [Business Club Australia](#) (BCA) program is the Australian Government's international business program for the Beijing Olympics and offers Australian companies the opportunity to network with business people from around the world in Beijing prior to and during the Games from BCA's base at the Hilton Hotel in Beijing.

As part of this business matching program, Australian exporting organisations can [apply for hospitality packages](#) to Olympic Sporting events to be used to host existing or prospective customers from China or another country. The nominated customer must have an interest in acquiring goods or services from Australia, or be an existing importer of Australian goods or services. Two (2) tickets will be allocated to each successful applicant, to be utilised by a representative of the Australian exporting organisation and by their international guest.

Tickets are available to 52 Olympic sessions across a range of sporting disciplines and include sporting sessions in Beijing, Shanghai and Hong Kong.

Australian companies (must have ABN) can apply by completing the Client Application form on the BCA website [www.businessclubaustralia.com.au](http://www.businessclubaustralia.com.au) First-round applications close on **Friday 18 April 2008** and applicants will be notified of the outcome in the week commencing 28 April 2008.



Mr Allen Bolaffi, President of the Australia Israel Chamber of Commerce SA/NT Inc

## MEET THE FACES BEHIND THE PLACES:

### Australia Israel Chamber of Commerce SA/NT Inc

Mr Allen Bolaffi, President of the Australia Israel Chamber of Commerce SA/NT Inc, spoke to Sarah Newman, Marketing Officer at CITCSA on why Israel is offering big trade opportunities for SA businesses.

#### Why is Israel so popular as a trading partner?

Israel has a free trade agreement with Europe, and lots of Australian companies are using Israel as a conduit to get into the European market. It does make trade a lot easier as you can bypass some European trade barriers, for example strict limitations on wine entering France, as well as textiles into the rest of Europe.

The Israeli technology industry is also extremely strong; it has been acknowledged by Robert Greifeld, President and CEO of NASDAQ that 'Israel has the highest concentration of high-tech start up companies outside the United States'.

The industry is very market-driven, providing a great platform for international competitors. Optus and Telstra have made significant inroads; Optus' satellite network was built by Israeli company Gilat, and the ADSL equipment used for many Australian homes was originally developed in Israel, the country credited with turning 'copper into gold'. Given Imaging, an Israeli medical company, has recently developed a world first: a camera small enough to be swallowed like a pill, aptly named the 'Pill Camera', which is set to revolutionise diagnostic medicine.

The benefit for South Australian companies is that a lot of these businesses are looking for distributors, and see Australia as the gateway to the Asia-Pacific region.

#### What difficulties might SA businesses encounter when trading with Israel?

The strength of the Australian dollar poses problems for exporters, especially since the Israeli economy is dominated by US dollars. Niche players have been the most successful in these conditions; Australian wines are now developing a real presence in the restaurant market.

Apart from various political and religious issues, including limitations on exports of Australian meat to Israel, the major obstacle the Israeli chamber helps businesses with is cultural differences. We spend a lot of time dealing with cultural obstacles to prevent them from getting in the way of good opportunities. Fundamentally though, Australia is more similar to Israel than some people think. Israel is a small country, and there is a friendly, open society similar to Adelaide.

#### I understand the Israeli Chamber can be very helpful to businesses trading with Israel. In what ways can you provide assistance?

Our focus is on supporting trade, and one part of that is the promotion of current business opportunities. These opportunities are included in our newsletter, which is emailed to our database and published in In-Business magazine. We do this to promote business matching and we've had a really positive response. Once we have helped the business to identify their opportunity, we can introduce them to the right people in primary and secondary industries, help them conduct feasibility studies, and help them make tender applications, among other things.

Trade missions are an important part of what we do. We are running two trade missions in May, both focused on innovation and technology. One is fully booked, and the other is filling fast. If businesses can't get to a trade mission I guess the next best thing is to attend our events. They are always very informative and great networking platforms.

For more information or to be added to the trade opportunities email list, contact

[alisha@aicc.org.au](mailto:alisha@aicc.org.au)

AICC events are listed on the CITCSA Flash <link>

Information on events and trade missions can be found at [www.aicc.org.au](http://www.aicc.org.au)

#### CITCSA

"MEET the FACES  
BEHIND the FACES"

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