



## CITCSA Flash

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### World Champion Soba Noodle Maker to visit Adelaide from Himeji, Japan

5<sup>th</sup> Dan Soba Noodle expert Mr Yoshinobu Yamashita from Himeji, Japan has been invited to Adelaide by the Japan Australia Friendship Association for this years Golden Week Japan Festival in Adelaide.

Mr Yamashita will be demonstrating his skills at the Golden Week Japan Festival on Sunday May 2<sup>nd</sup>, 11am – 4pm at Cowandilla Primary School, organised by the Japan Australia Friendship Society (JAFA).

Mr Yamashita is one of only eight 5<sup>th</sup> Dan Soba Noodle makers in Japan – the highest level of expertise achievable. He regularly demonstrates and judges soba noodles making in Japan and overseas.

Whilst in Adelaide Mr Yamashita will be using premium-quality, hand-milled buckwheat, sourced especially from Tasmania. However, he will bring his own specialised soba making equipment to perform the spectacular noodle making feat including the beautiful meter-long wooden rolling pin, giant, guillotine-like soba knife and enormous soba mixing bowls.

He will also provide a demonstration of Soba Noodle making for local students and business people on Wednesday May 5<sup>th</sup> between 2 - 4pm in the cooking school at the Regency campus of TAFE SA.

The Council for International Trade and Commerce SA (CITCSA), manages the sister city relationships for the City of Adelaide and supports Mr Yamashita's visit through this relationship.

"The City of Adelaide enjoys sister city relationships with Himeji in Japan and Mr Yamashita's visit will strengthen these ties and support the importance of Japan as a market for South Australian food exports" says Nick Begakis AM, Chairman of CITCSA.

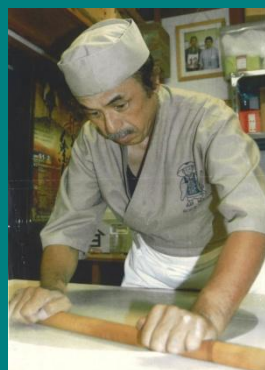
Food exports make up 20% of total SA exports and Japan is our largest food export market. SA food exports to Japan have remained at approximately \$380 million for the last few years with SA accounting for nearly 50% of Australia's seafood exports to Japan.

Part of CITCSA's mission is to encourage more inbound business missions to visit Adelaide and South Australia, and to develop positive international trade relationships. The City of Adelaide also has sister city relationships with Christchurch in New Zealand, Georgetown in Penang Malaysia, Austin in Texas, USA and El Ferrol in Spain.

### Mission to Thailand postponed

The trade mission to Thailand proposed for May 9-13<sup>th</sup> being organised by Thailand SA Business Council has been postponed until later in year due to the travel advisory warning issued by DFAT of "Reconsider your need to travel" for Thailand which is due to the civil unrest in the country at present.

Leon Coppins, President of Thailand Business Council SA said he was disappointed that the May mission was cancelled. He has been hosting a visit from Ms Jutarat Buranasak, Purchasing Manager, Thai Food Coatings Ltd over the last week who will assist him with the planning of mission for Thailand as pictured



Mr Yoshinobu Yamashita



L-r Leon Coppins,  
President Thailand  
Business Council SA;  
Jutarat Buranasak,  
Thailand;  
Barry Salter, CITCSA.

## Successful Food Mission to Singapore



CITCSA

“MEET the FACES  
behind the PLACES”



*l-r – Anne Lee; Marjane Beaugeois; Matthew Fazzari; Serena Xie; Barry Salter; Dorothy Jiang; Amanda Hunt; Tegan Webb; Claire Wood; Gloria Ng; Irina Lyudviga; John Jalleh; Ernie Goh with Tay Joo Soon at mission briefing at Swissotel The Stamford, Singapore.*

The Australian Singapore Business Council SA and the Council for International Trade & Commerce (SA) in association with PIRSA organised a market awareness mission for food exporters from South Australia to Singapore, April 17 – 23. Delegates participating in the mission included the following people and businesses:

Ms Tegan Webb, Spring Gully Foods  
Mr Matthew Fazzari, Enzos  
Ms Claire Wood, Carème Pastries  
Ms Irina Lyudviga, Aurora Health Products International  
Ms Amanda Hunt, fib branding and representing Flavour SA  
Ms Gloria Ng, Lemon cello Australia  
Ms Dorothy Jiang and Mr Richard Xiao, Kingsway International  
Mr John Jalleh, Neo Fine Foods

The mission was led by Mr Ernie Goh, President of Australia Singapore Business Council.

The itinerary included visits to and meetings with buyers from gourmet outlets Jones the Grocer and Culina at Dempsey Hill, Fairprice Finest Supermarkets, Cold Storage Supermarkets, and Singapore Food Industries.

One of the highlights was a site inspection and tour of the Singapore Airport Terminal Services centre (SATS) who prepare 70,000 meals per day and have introduced the new Coolport logistics service. The group visited CWT Logistics for a full briefing on the Singapore Container Port and customs procedures. The group undertook a full site inspection of the new integrated resort at Sentosa, and our delegates had a good discussion with the Executive Sous Chef of the Swissotel The Stamford and Fairmont Hotels, and Raffles Convention Centre.

The group visited the huge Food Hotel Asia expo over two days where there were over 140 Australian exhibitors and a total of 2500 exhibitors from 80 countries with over 30,000 visitors. The group attended the Austrade “meet the buyer” function and attended a state dinner organised by DTED with local produce from SA sourced by All Fresh Exports Australia and Neo Fine foods.

Ernie Goh and Barry Salter from CITCSA met with Ms Charlene Eng, Regional Manager of SA Tourism in Singapore, and with Mr Nick Cocks, President, and Ms Annette Tilbrook, Executive Director of AustCham Singapore during their visit.

We wish to thank PIRSA for their matching support as part of market development under the SA Food Plan, and the support of staff at the SA Food Centre. We thank Mr Tay Joo Soon, Ms Serena Xie and Ms Anne Lee from the State Representative Office in Singapore, and Marjane Beaugeois from DTED in SA for their assistance.



Delegation members at SATS



Delegation members at the SA stand at Food Hotel Asia expo

## Australia China Business Council/Qantas Shanghai 2010 Trade Mission

The Australia China Business Council is preparing for a major SME focussed Trade Mission to Shanghai World Expo 2010 from July 4 - 10<sup>th</sup> 2010.

The mission incorporates strategy sessions and business briefings with the Australia Trade Commission, Department of Foreign Affairs and Trade, facilitated VIP entry to Expo; a gala dinner in the VIP Rooms of the Australian Pavilion, business matching in the Shanghai New Pudong Area and a business summit with the Mayor of Suzhou.

Contact Laurie Pearcey, Executive Director ACBC National Secretariat for more information [laurie.pearcey@acbc.com.au](mailto:laurie.pearcey@acbc.com.au) or call 02 92524277 by May 14<sup>th</sup> to register your interest. Fully inclusive cost from \$5788 including airfares and accom.

## Trade Mission to India in May

The Australia India Business Council is leading a national business delegation to India, 2 - 5 May to attend the 18th Joint Business Council meeting to be held in conjunction with the Joint Ministerial Meeting in New Delhi on Tuesday 4 May.

The AIBC delegation will visit Chennai on Sunday 2 May and Monday 3 May where they will be hosted by the Indo-Australian Chamber of Commerce in Chennai. They will then spend two days in Delhi on Tuesday 4 May and Wednesday 5 May.

For more information, contact Joanne King, AIBC National Office email [joanne.king@aibc.org.au](mailto:joanne.king@aibc.org.au) or call 03 85345070

## Trade Mission to Jinan, Shanghai and Hong Kong in May

DTED will be sending a trade delegation to China to coincide with South Australia's VIP events at the Shanghai World Expo site on 24 May. The delegation will travel to the Shandong Province (a Sister State of South Australia), Shanghai and Hong Kong from May 20 - 29<sup>th</sup>. A large focus will be placed on the Shandong Province to celebrate the Sister State relationship between South Australia and the Province.

DTED is currently recruiting mission delegates from all industries and would like to obtain an expression of interest from companies.

Please contact Ashley Yeo, Trade Development Manager for China, Hong Kong and Taiwan if you are interested in your company/organisation taking part. Ph 8 303 2331 or email [Ashley.Yeo@sa.gov.au](mailto:Ashley.Yeo@sa.gov.au) by May 1<sup>st</sup>.

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