

FOOD AND HOTEL ASIA FOOD AND BEVERAGE EVENT — WA EXHIBITORS

821. Hon COLIN de GRUSSA to the Minister for Agriculture and Food:

I refer to the WA display and delegation at Food and Hotel Asia's Food and Beverage 2022 event.

Hon Alannah MacTiernan: That was a fabulous event.

Hon COLIN de GRUSSA: Indeed.

- (1) What process was undertaken to select the exhibitors listed in the minister's media statement "WA food and beverage showcase at Asia's premier trade event", dated 5 September 2022?
- (2) Can the minister provide details of the financial assistance provided to each of the exhibitors?

Hon ALANNAH MacTIERNAN replied:

I thank the member for the question.

This was a fantastic piece of work done by the Department of Primary Industries and Regional Development in promoting WA agrifoods and beverages into the Asian region, and it was very well received. For the member's information, in addition to the businesses that were actually on the stand, I think up to another 40 large WA businesses had their own stand there. All in, it was a great event.

- (1) An expression of interest process for WA food and beverage producers to participate in a range of potential international trade market activations was undertaken by the Department of Primary Industries and Regional Development. Businesses self-nominated through this EOI, which was advertised through direct email to over 300 businesses, in DPIRD's export e-newsletter and across social media networks directly relevant to the WA food and beverage sector.

The WA showcase stand had physical capacity for between 20 and 25 WA businesses to exhibit one to three product ranges per business. Some 40 other Western Australian businesses had individual stands at the event.

DPIRD, in consultation with the Western Australian government's trade and investment office in Singapore, reviewed the EOIs, taking into consideration current market demand for product categories, the businesses' export readiness and/or current market presence, while at the same time ensuring a diverse range of product categories and regions were presented to showcase Western Australia's supply capabilities.

- (2) The cost of the WA showcase stand hire and design was supported by DPIRD. DPIRD also provided pre-briefings to the exhibitors, a welcome dinner and delegation pack, and also worked with the Singapore office to provide personal introductions to relevant buyers. All other costs were at the individual exhibitors' expense, including their own freight, logistics, travel, meal, accommodation and insurance costs.