

China (Changsha) livestream and showcase

Overview

The Tasmanian Government is partnering with the Australian Trade and Investment Commission (Austrade) to deliver a series of Shine with Australia 2021 (previously Festival of Australia) activities in the greater China region.

As part of targeted activities led by Austrade, an Australian product virtual showcase and livestream event and in-market 70 sqm pop-up store featuring Australian food and beverage products will be delivered in Changsha, China in October 2021. These activities are expected to generate significant exposure and sales opportunities for participating businesses. A similar livestream event and showcase was conducted in China earlier in 2021, which led to 3.83 million views and 20 qualified sales leads during the session for participating Tasmanian businesses.

Significant opportunities exist for Tasmanian food and beverage businesses to enter or expand their presence in the Chinese market and explore online opportunities. Changsha is in the transition zone between the eastern coastal region and the central and western regions of China, and is an important node connecting the Yangtze River Open Economic Zone and Greater Bay Area. Changsha is one of the 23 cities in China which are the members of the “trillion club” of GDP, and per capita retail sales of social consumption exceeded RMB 50,000.

The Tasmanian Government is seeking up to five Tasmanian food and beverage businesses to join this initiative.

The cost of the showcase and live stream component of this initiative will be met by Trade Tasmania and Austrade, with participating Tasmanian exporters responsible for the costs of providing product samples. Participating businesses may also be eligible to access the Accelerating Trade Grant Program to support their participation in the optional pop-up store.

	Livestream showcase	Pop up store (optional)
Dates	15 October 2021	16-18 October 2021
Cost	Free for Tasmanian businesses	AUD1,300 (10% GST included) *cost to be paid to program organiser as direct costs and management fees.

Tasmania's Business Development Manager to China, Ms Vivian Zhao is available to represent participating Tasmanian businesses in-market for both activities.

Tasmanian food and beverage businesses are invited to submit an Expression of Interest (EOI) to join this program.

Submit your EOI

Interested businesses are encouraged to submit their completed Expression of Interest form to trade@stategrowth.tas.gov.au by 5pm Friday 10 September 2021.

Successful applicants will be advised by the end of September 2021.

Get in touch

If you have any questions, please contact the project team via trade@stategrowth.tas.gov.au

China (Changsha) livestream and showcase

Expression of Interest

Business name		ABN	
Registered business address		Postcode	
Key contact person and position			
Telephone		Mobile No	
Email			
Website			
Company Profile			
Please provide a brief description of your business			
Are you already exporting your products to China? Please provide detail of products and quantities			

Declaration

Signature:

Name:

Date:

