



Showcase your business at Food & Hotel Asia, Singapore 2020



Overview

Food & Hotel Asia (FHA) is Asia's biggest international food and hospitality trade event with approximately 48 000 attendees from over 100 countries expected to attend. Held in Singapore from 31 March to 3 April 2020, FHA is a key destination for trade buyers in Asia and provides a valuable opportunity to promote your high-quality Tasmanian products directly to some of the biggest and most influential buyers, food companies, distributors, chefs and restaurateurs in the world.

You are invited to express your interest in joining the Tasmanian delegation in Singapore from 29 March to 4 April 2020. There are two options available to participate in the visit including A) Exhibitor and B) Research & Explore.

What's on Offer?

Option A. **Exhibitor**

- Access to all pre FHA workshops, training and mentoring
- Opportunity to network with industry and buyers from across Singapore and other markets at a Tasmania on show event
- A facilitated market research study tour, including a guided tour of Singapore's leading flagship and high-end retail outlets, product viewings and market insights
- Admission and exhibition space in the Tasmanian stand coordinated by The Department of State Growth within the Australian Pavilion at FHA

Option B. **Research & Explore**

- Access to all pre FHA workshops, training and mentoring
- Opportunity to network with industry and buyers from across Singapore and other markets at a Tasmania on show event
- A facilitated market research study tour, including a guided tour of Singapore's leading flagship and high-end retail outlets, product viewings and market insights.
- General admission to FHA to explore the event

What's the Cost?

Option A. **Exhibitor**

- There are 8 Tasmanian stand sites available for Tasmanian businesses
 - standard (6)
 - corner (2)
- Businesses will be subsidised but are required to contribute:
 - \$3600 for a standard site
 - \$5200 for a corner site

- The subsidised stand cost includes exhibition space on the Tasmanian stand including event branding, individual graphics, cabinets, storage space and exhibition build, lighting, power, cleaning area and exhibition space set up

Option B. **Research & Explore**

- Businesses participating in this option will be subsidised but are required to contribute \$600

Financial Assistance

Businesses may qualify for support under the Accelerating Trade Grants Program (ATGP) administered by the Department of State Growth. Initiative 4.1 under the Tasmanian Trade Strategy 2019-2025 ('the Strategy'), the ATGP helps Tasmanian businesses to collaborate, expand their presence and introduce Tasmanian products and services to the world. Please note: fees paid or payable directly to the Tasmanian Government for attendance/involvement in trade activities or initiatives is ineligible expenditure.

For more information visit:

https://www.stategrowth.tas.gov.au/business/trade/grants_and_funding/accelerating_trade_grant_program

Additionally, businesses may qualify for support under the Federal Government's Export Market Development Grant (EMDG) which is administered by Austrade.

Get in touch

If you have any questions please contact:

Food & Agribusiness team on 03 6165 5128 or email trade@stategrowth.tas.gov.au

Submit your EOI

Interested businesses are encouraged to submit their Expression of Interest by Wednesday, 8 January 2020 to trade@stategrowth.tas.gov.au

Successful applicants will be advised by the end of January 2020.

Expression of Interest

Please select:	Option A. Exhibitor		Corner	OR	Standard
	Option B. Research & Explore				
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					
What products will you be exhibiting? <i>(Exhibitor Option Only)</i>					
Is your business currently exporting or has previously exported? If yes, to which markets?					
Is your business export ready, with capacity to fulfil any sales orders you may receive as a result of participating in the event?					

Terms and Conditions

Exhibitor Option

Exhibitors are responsible for organising, confirming and paying for the following:

- flights, accommodation and on ground expenses,
- any relevant visas or travel documentation
- freight logistics, arrangements and additional storage or equipment other than what is on provided on stand,
- marketing collateral for use on the stand,
- all equipment necessary to prepare produce for sampling- for example knives, tooth picks, plates, cutting boards, and
- staffing on the Tasmania stand during exhibition opening hours

A tax invoice will be issued once your participation is confirmed in order to reserve your stand. This reservation is not confirmed until payment of the invoice is received. State Growth reserves the right to charge exhibitors the same cancellation/withdrawal fees that apply to the department if your business withdraws from the tradeshow. Please note however that the department will make every attempt to find a replacement exhibitor in the case of a business withdrawing.

Declaration

Please note on signing this form you are confirming your commitment to attend the pre FHA workshops, training and mentoring programs, and FHA trade show in Singapore from Tuesday 30 March to Friday 3 April 2020, if approved by the department, and you agree to pay the subsidised costs as detailed above by the date indicated on the invoice.

I agree to the Terms and Conditions (including cancellation fees) of participating on the Tasmanian stand at FHA, as outlined above:

Signature:

Name:

Dated:

