

Media Release

The Hon Mary-Anne Thomas MP

Minister for Regional Development

Minister for Agriculture

Acting Minister for Local Government

Acting Minister for Suburban Development



Tuesday, 14 September 2021

EXPERTS ON GROUND HELP VICTORIAN AGRIBUSINESS GO GLOBAL

The Victorian Government has appointed three agriculture export specialists to help our agribusinesses to establish more trade pathways.

Minister for Agriculture Mary-Anne Thomas today announced the new agriculture-focused specialists would provide in-market support from Victorian Government Trade and Investment Offices in China, Malaysia and the United Arab Emirates.

In Kuala Lumpur, in-market specialist Ian Thompson will provide insights to Victorian agribusinesses looking to grow their exports and diversify their markets in South-East Asia. Mr Thompson will work to promote quality Victorian food and agricultural produce in these markets.

Dubai based in-market specialist Emma Page has a mandate for the Middle East and North Africa (MENA) region. Ms Page will be supporting Victorian agribusinesses to respond to the strong demand for premium food and beverage products coming from the MENA market.

Beijing based in-market specialist Davis Tao Xu will deliver tailored advice to Victorian businesses in Victoria's biggest food and fibre export destination – our food and fibre exports to China were valued at \$4.7 billion in 2019-20.

Agriculture Victoria's in-market specialists are funded through the \$5 million *Pathways to Export Program*. The Program is a four-year Agriculture Strategy initiative dedicated to creating export opportunities for Victorian agribusinesses.

For more information visit agriculture.vic.gov.au/pathwaystoexport.

Quote attributable to Minister for Agriculture Mary-Anne Thomas

"Our specialists will provide dedicated agriculture export support in key markets so that our premium food and fibre can be made available for more people around the world to enjoy, creating even more jobs and opportunities for Victorians."

Quote attributable to Agriculture Victoria In-Market Specialist based in Kuala Lumpur Ian Thompson

"There is a significant opportunity in South-East Asian markets and the demand for quality Victorian food and agricultural produce is high. After the pandemic it will be a critical time to maintain and develop high-quality export markets."

Quote attributable to Agriculture Victoria In-Market Specialist based in Dubai Emma Page

"Populations across the Middle East and North Africa are growing with highly educated young millennials who want access to the latest excellent food offerings from around the globe – and that's where Victoria comes in."

Quote attributable to Agriculture Victoria In-Market Specialist based in Beijing Davis Tao Xu

"China is a very dynamic place to do business with a lot of opportunities for agribusiness. I look forward to providing an expert's view to the latest developments and trends from the market."

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