

Media Release

Ms Mary-Anne Thomas MP
Minister for Regional Development
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SHOWCASING VICTORIAN PRODUCE ON THE GLOBAL STAGE

The Victorian Government is supporting agribusinesses to grow their global sales and reach new markets through a new state-of-the-art trade facility in China.

Minister for Agriculture Mary-Anne Thomas today launched Vic House – the Victorian Food and Fibre Trade Pavilion in Shanghai – which provides Victorian agriculture producers and exporters with a dedicated in-market space to showcase their products.

The pavilion has been developed to support established, emerging and start-up food and fibre export businesses and will allow Victoria’s agriculture sector to strengthen existing trade relationships, build new networks and boost export opportunities.

The dedicated three-story facility features rooms to conduct virtual business meetings with importers and retailers, high-end supermarket shelving for product display and a full kitchen for cooking demonstrations and hosting dinners to sample produce.

The space also provides Victorian agribusinesses with the opportunity to tailor events to meet Chinese consumer demand by offering seasonal produce tastings in the facility’s chilled and frozen display area.

Vic House will support existing and prospective Victorian exporters to access this key market where demand for Victoria’s high-quality food and fibre products remains strong. China is Victoria’s largest food and fibre export market with sales worth \$4.75 billion in 2019-20.

Vic House is supported through the Victorian Government’s \$15 million *Food to Market Program* and \$5 million *Pathways to Export Program*. Three agriculture export specialists were recently appointed in key markets for Victorian food and fibre, including Southeast Asia, the Middle East and North Africa.

The new pavilion is part of the Government’s commitment to supporting Victoria’s agricultural producers and exporters to access a wide range of markets across the globe.

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

Quotes attributable to Minister for Agriculture Mary-Anne Thomas

“Vic House will be the perfect place for both established exporters looking to strengthen existing relationships and export-ready Victorian agribusinesses who are new to the market to showcase their produce.”

“This facility will give Victorian agribusinesses the opportunity to secure a strong position in a critical export market and continue the recovery from global market disruptions caused by the pandemic.”

Quote attributable to Minister for Trade Martin Pakula

“Exports play a critical role in Victoria’s economy and it’s important that we continue to invest in established and emerging markets for future growth.”