

Media Release

The Hon Martin Pakula MP

Minister for Jobs, Innovation and Trade

Minister for Tourism, Sport and Major Events

Minister for Racing



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TASTING VICTORIA'S BEST IN VIETNAM

Vietnam's tourism leaders will get a taste of Victoria's best produce this week with 22 local companies participating in the Food and Hotel Vietnam trade show, thanks to support from the Andrews Labor Government.

Minister for Jobs, Innovation and Trade Martin Pakula is leading the first ever Victorian delegation to the trade show in Ho Chi Minh City, which is expected to attract more than 13,000 visitors across three days.

Vietnam is an increasingly important export market for Victoria, valued at around \$576 million in 2018, and Food and Hotel Vietnam is the country's premier hospitality trade event.

Victoria is Australia's largest value food and fibre exporter, producing 27 per cent of all Australian food and fibre exports. The state's largest exports include meat, dairy, prepared foods and horticulture.

By connecting Victoria's producers to important international markets like Vietnam, the Labor Government is supporting their export ambitions as well as working towards growing the state's food and fibre exports to \$20 billion by 2030.

As well as trade missions, Victorian producers will also have the opportunity to connect with leaders of the global food industry in September at Global Table, a four-day agri-business event bringing food researchers, retailers, entrepreneurs, buyers and investors from across the Asia Pacific region to Victoria.

Quotes attributable to Minister for Jobs, Innovation and Trade Martin Pakula

"We're excited to be connecting local businesses with global markets, attracting the investment we need to grow our economy and create jobs for Victorians."

"Victorian producers are some of the best and most efficient in the country, and setting our sights on emerging markets like south-east Asia will help local businesses expand and grow the local economy."