



## The Australian Made Campaign

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### **MEDIA RELEASE**

#### **Showcase your products in the Australian Pavilion at CIIE 2020**

Australian Made Campaign Partner, Oz-Town, is hosting an Australian Pavilion at this year's China International Import Expo (CIIE) and is inviting Australian manufacturers to register their interest.

Branded with the iconic Australian Made logo, the Oz-Town Australian Pavilion aims to provide an effective platform for Aussie exporters to showcase their genuine Australian products and connect with buyers, retailers and distributors.

Hosted by the Ministry of Commerce for the People's Republic of China and the Shanghai Municipal People's Government, CIIE is an annual Chinese trade fair and the world's first import-themed national-level expo. This year it will be held in Shanghai China from 5-10 November 2020.

With the support of the Australian Made Campaign (AMCL), Oz-Town plans to establish an Australian Pavilion with areas dedicated to Food & Agriculture, Lifestyle and Health & Medical.

Oz-Town will arrange for several China-based business partners to attend the Australian Pavilion, while also hosting several 'business matching' events to connect exhibitors with buyers and retailers. In 2019, more than eighty China-based businesses (buyers/retailers) visited the Oz-Town Australian Pavilion. Oz-Town also arranged several 'business matching' events, resulting in US\$100m worth of sales contracts.

This opportunity is suitable for exporters of Australian products looking to break into or grow their market share in China.

If you would like to learn more about the Australian Pavilion, make sure you register for the Oz-Town CIIE webinar on 18th March at [bit.ly/AustralianPavilion](https://bit.ly/AustralianPavilion). Places are limited.

—ENDS—

#### [HIGH RES. IMAGE DOWNLOAD](#)

#### **NOTE TO MEDIA**

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

#### **MEDIA CONTACT**

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#### **ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO**



The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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