



2009 DUBAI SURVEY OF IMPORTERS' VIEW OF SYMBOL AND AUSSIE PRODUCTS

Research was conducted by Horizon Consumer Science in Dubai, July 2009 among 100 UAE importers who are key decision makers in determining what products their firms import. Importers were initially screened for suitability and then were interviewed in-person to assess the importance of country of origin branding and to further understand the perceptions of Australian made products.

The Australian Made, Australian Grown Campaign conducted promotions in two trade shows in Dubai from 2008 to 2009 that focussed on the food and beverage (F & B) industry (Gulfood - Food, Hotel and Equipment Exhibition) and the building and construction (B & C) industry (Big 5 International Building & Construction Show).

Summary of findings:

UAE Importer's Profile

- Exactly 50% of F & B importers currently import Australian products. In F & B, products are most likely to be imported from India (73%), China (61%) or the USA (57%).
- In the B & C industry, Australian products are not widely imported with 9% of B & C importers currently importing Australian products. In B & C, products are most likely to be imported from China (74%), India (63%), Germany (40%) and Italy (37%).

Among those not importing Australian products in Dubai, approximately 1 in 3 would consider doing so.

Country of Origin (COO) Branding and Perceptions of Australian Products

- Australia is ranked first for COO branding having the most appeal with 89% of importers seeing Australian branding as appealing.
- 85% of all importers believe utilising the Australian Made logo on packaging to highlight the country of origin of Australian products is a 'good' or 'very good' idea. 63% said that COO labelling will make Australian products easy to find and get to know and 40% said that it will help promote and differentiate Australian products.
- The 4 strongest attributes which all importers associate with Australian Made products are high quality (60%), reliability (60%), pure and natural (56%), innovative (53%) and well designed (52%).
- Importers believed that the presence of the Australian Made logo on products would emphasise Australian authenticity (91%), product reliability (91%), high quality of product (87%) and value for money (64%).

Approximately 1 in 3 UAE importers have seen the Australian Made logo before and the majority (88%) of importers recognise the image in the Australian Made logo to be a kangaroo. This high recognition of the kangaroo shows the effectiveness of the logo as an instant association with Australia.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.