



The Australian Made Campaign

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MEDIA RELEASE

Demand for Aussie goods in China sparks launch of flagship 'Oz-Town' store during 'Australia Week in China'

High demand from Chinese consumers for goods that have been certified as genuinely Australian Made and Australian Grown has led to the launch of a new store in Shanghai, China dedicated to Australian goods.

The flagship 'Oz-Town' store was launched this month during 'Australia Week in China' (AWIC) festivities, showcasing a wide range of products certified to carry the Australian Made, Australian Grown kangaroo logo.

The Shanghai store is part of a chain of stores Oz-Town expects to roll out in concert with the Suning retail empire across China during 2015/16.

From this month Chinese consumers will be able to shop in-store for popular certified items, including baby formula, vitamins, ugg boots, clothing and skincare products.

Australian Made Campaign Deputy Chief Executive, Ben Lazzaro, who participated in the opening of the store in Shanghai, said the logo was well-recognised and trusted in China.

"The Australian Made, Australian Grown logo has been helping shoppers in export markets like China identify genuine Aussie products and produce for three decades, so its pulling power is no surprise," Mr Lazzaro said.

"The launch of the 'Oz-Town' stores will offer new market opportunities for producers of genuine Aussie products and produce, while providing local consumers with a 'one-stop-shop' for authentic Australian goods."

The new chain of retail outlets will be supported by a strong online presence through major Chinese e-commerce platforms Hainoicheng, JD, Papago, Suning and Tmall.

Mr Lazzaro added that while businesses selling certified products online were enjoying great success, there was also clear demand for a physical retail space where shoppers could inspect prospective purchases in person.

"Online sales of Australian products and produce in China are booming, but people still want to 'try before they buy'," Mr Lazzaro said.

The Australian Made, Australian Grown logo was one of the central features of AWIC celebrations, helping to brand the AWIC Gala Lunch and the Australian Chamber's 'Export Growth China' showcase. To find out more about AWIC, visit www.austrade.gov.au/events/austrade-australia-week-in-china.

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[HIGH RESOLUTION IMAGES AVAILABLE TO DOWNLOAD HERE](#)





Captions (L-R)

1. Oz-Town Chairman Bernie Ripoll and Australian Made Campaign Deputy CEO Ben Lazzaro at the launch of the new Oz-Town store in Shanghai
2. Suning Deputy General Managers Zhou Xiaoyu and Li Liang, Australian Made Campaign Deputy CEO Ben Lazzaro and Oz-Town Chairman Bernie Ripoll at the launch of the new Oz-Town store in Shanghai
3. Australian Made Campaign Deputy CEO Ben Lazzaro at the launch of the new Oz-Town store in Shanghai
4. Oz-Town store branding

[Footage from the opening of the store in Shanghai can be viewed on Youku TV's YouTube channel here.](#)

NOTE TO MEDIA

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

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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 thirty years. It does this by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping.

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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2500 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au