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MEDIA RELEASE

Oz-Town opens second store featuring Aussie products in China

Oz-Town, a Campaign Partner of Australian Made, will ramp up its presence in China by opening a fresh “shop inside shop” retail outlet with the Australian Made, Australian Grown (AMAG) logo, giving Chinese consumers even more access to genuine Aussie products.

The Oz-Town concession will be located inside one of Suning Global Group’s grocery stores in Nanjing and will sell a range of Australian-certified products, from fresh produce to health care and beauty products and even clothing.

Capitalising on the demand for Australian products in China, Oz-Town’s latest store extends the reach of Australia goods in one of the biggest export markets in the world. The new store in Nanjing will complement the existing Shanghai store which opened earlier in the year during the Australia Week in China festivities. Suning Group plans to open a number of similar outlets across China including stores in Beijing, Xuzhou and Chengdu.

Australian Made Chief Executive, Ian Harrison said the Nanjing store will allow Australian businesses to expand their customer base.

“It provides yet another channel to the Chinese market for many Australian manufacturers and producers,” he said.

“The Australian Made, Australian Grown symbol is highly regarded in China, and is used extensively. This new store in Nanjing will allow more Chinese consumers to access the Aussie goods and produce they want.”

For more information visit www.oz-town.com, contact the Oz-Town office on +61 2 8249 8309 or email export@oz-town.com.

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NOTE TO MEDIA

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

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The Australian Made Campaign

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.

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 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

