



The Australian Made Campaign

24 OCTOBER 2017

MEDIA RELEASE

New cross-border e-commerce agreement to benefit Australian growers and manufacturers

The Australian Made Campaign has signed a memorandum of understanding (MoU) with the Guangdong Cross-Border E-commerce Industry Association (GCEIA), to promote locally made and grown products to Chinese e-commerce businesses catering for the increasing demand for Australian goods.

The GCEIA is a hub for more than 2000 members of the Chinese e-commerce sector, including e-commerce platforms, retailers, marketing and logistics companies.

The MoU was signed in the presence of Austrade's Deputy Consul-General and Senior Trade Commissioner (Guangzhou), Paul Sanda, at the the China International SME Fair, held in Guangzhou, China this month.

The formal MoU signing followed an address by Australian Made Campaign Chief Executive, Ian Harrison, at a special 'Australian Made' event within the fair, on the important role the Australian Made, Australian Grown certification trade mark plays in sourcing authentic Australian-made products.

As part of the MoU, the GCEIA will educate Chinese e-commerce players about the symbol, and promote the online product directory at www.australianmade.com.au. Only products that have been certified as having been made or grown in Australia can feature on this platform, which showcases the largest consolidated range of certified Australian-made and grown goods the country has to offer.

Mr Harrison said the MoU would offer local businesses a valuable channel to market.

"Cross-border e-commerce is a lucrative opportunity for Australian businesses unable or unwilling to access the Chinese market via traditional trade channels, due to size, time or cost constraints," Mr Harrison said.

"Local knowledge is everything, and the GCEIA can connect Australian businesses with the resources and contacts they need to start out or expand their sales in China."

For more information visit www.gceia.org.cn.

--ENDS--

[IMAGES AVAILABLE FOR DOWNLOAD HERE](#)



Australian Made Campaign Chief Executive, Ian Harrison addresses the Chinese International SME Fair in Guangzhou



The Australian Made Campaign



Australian Made Campaign Chief Executive, Ian Harrison and GCEIA Chairman Min Cui signing the MoU in the presence of Austrade Deputy Consul-General Paul Sanda and GCEIA member Li JiGuang



Australian Made Campaign Chief Executive, Ian Harrison and GCEIA Chairman Min Cui shake hands after signing the MoU at the Chinese International SME Fair in Guangzhou



Oz-Town Director Sophy Lui, Austrade Deputy Consul-General Paul Sanda, Australian Made Campaign Chief Executive, Ian Harrison, GCEIA Chairman Min Cui, GCEIA member Li JiGuang at the signing of the MoU at the Chinese International SME Fair in Guangzhou



Homart Director Lynn Ye, Oz-Town Director Sophy Lui, Austrade Deputy Consul-General Paul Sanda, Australian Made Campaign Chief Executive, Ian Harrison, GCEIA Chairman Min Cui, GCEIA member Li JiGuang at the Chinese International SME Fair in Guangzhou

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.

MEDIA CONTACT

Catherine Sekulovski, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: catherine@australianmade.com.au

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 2600 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 Suite 105, 161 Park Street, South Melbourne, VIC 3205.
Free ph: 1800 350 520

www.australianmade.com.au