

# AUSTRALIAN MADE AUSTRALIAN GROWN --- FOR CHINA





AUSTRALIAN MADE  
PRODUCT OF AUSTRALIA  
AUSTRALIAN GROWN  
AUSTRALIAN SEAFOOD  
A U S T R A L I A N

May, 2013

Australian Made Licensee,

The Australian Made Campaign is pleased to confirm its support of the 'Australian Made, Australian Grown: For China' initiative.

'Australian Made Australian Grown: For China' is an integrated multimedia campaign produced by Roxby Media for the Australia Made Campaign, to showcase the best of Australia to China. The campaign will consist of a dedicated publication and a fully integrated bi-lingual website. It will be launched in Beijing in September 2013 as part of the Australia China Trade and Investment Conference.

The Australian Made Campaign welcomes this initiative from Roxby Media and encourages all licensees that export, or have aspirations of exporting, to China to take advantage of this exciting opportunity.

Thank you for your support.

Yours sincerely,

Ian Harrison

Chief Executive  
Australian Made Campaign Ltd

**Australian Made, Australian Grown Campaign**

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*Helping shoppers, helping business, helping Australia for 25 years.*



# AUSTRALIAN MADE AUSTRALIAN GROWN FOR CHINA



## Taking your Australian products to the Chinese market?



As an Australian Made licensee, you have already aligned your business and products with Australia's most trusted and recognised country of origin symbol – the Australian Made, Australian Grown logo.

While the logo provides Chinese buyers with an instantly recognisable symbol of Australia's high standards and quality, there are other ways your business can make an impact on the massive Chinese market.

### **'Australian Made, Australian Grown: For China' campaign**

Whether your business is a seasoned exporter or taking its first step, the **'Australian Made, Australian Grown: For China'** campaign can help take your Aussie products to the huge Chinese market or extend your reach further. The equation is a simple one:

**The biggest market in the world**



**Australia's image as a clean, green and safe supplier of quality goods and services**



**Australia's most-recognised and legally protected country-of-origin symbol**



**The fully integrated 'Australian Made, Australian Grown: For China' campaign**



**Export success in China!**

When you join the **'Australian Made, Australian Grown: For China'** campaign your business has access to:

- ▲ World business domestic market
- ▲ Unparalleled publication distribution
- ▲ Expert Chinese language penetration
- ▲ Updateable multimedia internet platform promotions
- ▲ High-profile launch event in Beijing with top investors with private and public stakeholders in attendance







# AUSTRALIAN MADE AUSTRALIAN GROWN FOR CHINA



## INFORMATION SHEET

### The Australian Made, Australian Grown logo for export

The Australian Made, Australian Grown (AMAG) logo has been used in export markets around the world for almost a quarter of a century – and it works. As the most trusted and recognized symbol of Australian products and produce, the logo is essential for identifying products as ‘genuinely Australian’ in export markets –especially in China.

### The Australian Made, Australian Grown logo in China

China is a major trading partner of Australia, representing an ever-increasing market for Australian manufacturers.

- ▲ The Australian Made, Australian Grown logo is widely recognised in China. Chinese consumers trust that if a product bears the AMAG logo, it has been made and packaged here to our high standards of health, quality and safety.
- ▲ The AMAG logo was registered in China in 2012. This means that Australian exporters now have a symbol which can be used on their Australian Made or Grown exports into China, that both establishes their products as genuinely Australian and is legally protected under Chinese law. This provides an essential legal framework which exporters can rely upon in the event that the logo (or product carrying it) is copied or used without proper authority.

- ▲ That registration was formally approved in mid-2012, and covers seven classes of goods (classes 5, 20 and 29-33). This includes a wide range of products, including pharmaceuticals, furniture, food and beverages. Subsequent to that, an application has been logged for four more classes of goods (classes 3, 7, 11 and 25), which includes cosmetics, machinery, clothing, and electrical.

### Why the Australian Made, Australian Grown logo certification trademark works:

- ▲ It is the only registered country-of-origin certification trade mark for genuine Australian products and produce.
- ▲ It is Australia's most trusted and recognised country-of-origin symbol, and is also Australia's global product symbol.
- ▲ It is used by more than 1700 businesses on more than 10,000 products sold in more than 30 countries around the world, to clearly establish products and produce as Australian
- ▲ Approximately 44% of the companies who use the logo export.
- ▲ Research shows that the logo is readily recognised as a symbol for Australia and that products carrying the logo in export markets are more likely to increase sales than Australian products that do not use the logo\*.

\*Survey conducted by YSC Online 2010



# AUSTRALIAN MADE AUSTRALIAN GROWN FOR CHINA

## The opportunity

This is a four-pronged campaign tuned for and aimed at the massive Chinese market.

### Publication

**(Australian Made, Australian Grown for China)**

Produced in English and simplified Chinese, providing information about Australian industry sectors and exporters to China.

It will be essential reading by businesses in China looking to import Australian goods and services.

**THE OFFER:** A tailored editorial and advertising opportunity. This will include both half and full pages, bespoke editorial and Q&As.

### Website

The official website will provide relevant and frequently updated information for businesses, executives and government.

All content of the publication will be posted on the website and also in a page-turn format that reproduces all pages of the publication including advertisements.

Our online business directory enables supporters to post detailed profiles with back-links to their own websites.

**THE OFFER:** A multimedia web package designed specifically for the Chinese market with interactive technology and the opportunity to build links to and from. **This will include a self managed online company profile.**



## Video streaming platform

- ▲ A fully functional video conferencing site, featuring speaker presentations from Australia China Trade & Investment 2013.
- ▲ A portal containing valuable insights and information from Australian industry and Government.

## Event

The famous green-and-gold Australian Made, Australian Grown (AMAG) logo will partner with Australia China Trade & Investment 2013. The inaugural Trade and Investment Conference will be attended by over 500 companies, high net-worth individuals, investors and Government representatives.



**THE OFFER:** Opportunity to gain exposure to investigate in Beijing and through the Beijing Finance Club, and Government agencies and business attentions the Inaugural **"Australia and China Trade and Investment Conference"** on the 10th & 11th September at the JW Marriott Hotel Beijing.



# AUSTRALIAN MADE AUSTRALIAN GROWN FOR CHINA



## Editorial

Australia. It's already famous throughout China for its wildlife and its natural beauty. But did Australia work hard to get these wonderful and beautiful attributes? No. We were ... lucky. We're the Lucky Country!

It's time Australia was famous throughout China for its goods and services. For what we do and what we produce.

We introduce Chinese readers to our world-leading array of quality control measures. To our innovative technologies. To our manufacturing and development ethos of quality. To the farming, growing, design and service techniques that make us the best.



## Proposed forewords



**Mr Ian Harrison,**  
CEO of Australian Made  
Australia

## Introduction and background

- The importance of Australian products and services to China.
- What makes products that carry the AMAG logo special.
- Why Chinese consumers can trust and value products that carry the AMAG logo.



## Consumer

- Electronics, Computers, Electrical & Lighting
- Food & Beverage
- Clothes & Shoes
- Jewelry & Accessories
- Furniture & Bedding
- Health & Beauty
- Homewares
- Sport & Hobbies
- Home Renovations & Maintenance
- Children & Baby
- Animal & Pet
- Gift & Souvenirs
- Energy & Utilities
- Automotive
- Home Entertainment

## B2B & Trade

- Electronics & Technology
- Materials & Equipment
- Machinery
- Services







# AUSTRALIAN MADE AUSTRALIAN GROWN



# FOR CHINA

## Retail Market in China:

### China retail facts and figures

- China is already the world's fastest-growing major retail market, and some predict it will overtake the United States in 10 years.
- The Chinese government is encouraging retail growth as it looks to diversify the export-led economy and to promote domestic consumption.
- China's retail sales are likely to expand even faster this year than in 2012; China General Chamber of Commerce attributes the increase mainly to upcoming government favourable measures for the logistics sector and small- and medium-sized businesses.
- China's retail sales are growing somewhere between 9 and 15 percent a year.
- China's 1.4 billion people are urbanising and developing a huge appetite for the goods and services they have never had access to before. Case study: the push for sustainability
- China Chain Store and Franchise Association (CCFA) is the official representative of retailing and franchise industry in China, representing with 180,000 outlets. In early 2013, with the World Wide Fund for Nature, CCFA launched the China Sustainable Retail Roundtable (CSRR), a voluntary, non-profit self-governing organisation promoting member companies to procure, use and sell environment-friendly, sustainable products.
- The AMAG logo will leverage this push to realise sustainable and harmonious development on environmental, social and economic fronts.
- The AMAG logo is a head-start for CSRR in its effort to establish constructive dialogue on sustainable production and consumption. The number of retail shops, health and beauty outlets, consumer outlets etc. in China
- China is home to about 550,000 retail enterprises. • Retail sales are increasing considerably faster than GDP is expanding.
- Over 25 of the world's largest retailers are conducting business in China.





# AUSTRALIAN MADE AUSTRALIAN GROWN



# FOR CHINA

## China's retail industry:

- The major outlets in China, according to sales are: Suning Home Appliances; Gome Home Appliances; Belle International; Dashang Group; RT Mart Shanghai and Carrefour China.
- Four important trends have dominated Chinese retailing. The first is a highly successful influx of sophisticated foreign retailers, creating extreme competition. By 2005, more than 35 of the world's top 50 were in China.
- The second trend is the substantial competition-induced efficiency gains. Successful technology applications to reduce costs and improve performance are critical where competition leaves paper-thin margins.
- The third is the rise of a coherent regulatory structure. Over the last several years, important regulations on the retail sector have been issued, including new labour laws, strict food safety and quality standards, and environmental protection rules.
- The fourth trend is the shift to online retailing, or e-commerce. China is expected to have 700 million Internet users by 2015. Companies cannot have a major presence in China without being online, not just to sell, but also to engage with customers where they spend so much of their time.
- China's consumer and retail industry is undergoing rapid growth on rising personal income, as well as favorable government policies meant to spur consumer spending.
- The buying power of the Chinese consumer keeps increasing. Retail sales are estimated to grow 16.9% on a yearly basis to reach about \$4.3 trillion by 2015 and China will rank as the second largest consumer market globally by 2015.
- For Australian businessmen to succeed in China's retail market, these foreign investors should become familiar with Chinese government policies.
- Foreign retailers account for roughly 12% of the sector's total sales and assets, suggesting that they operate on a larger scale than their Chinese competitors.
- China's retail market is growing exponentially. Accounting for roughly 14% of the economy.
- Retail sales in China amounted to nearly \$2.1 trillion in 2010, nearly 50% of those in the U.S.
- Over 25 of the world's largest retailers are conducting business in China.
- Retail sales increased 12.3% in the first two months of 2013 from the year earlier.







# AUSTRALIAN MADE AUSTRALIAN GROWN



# FOR CHINA

## Magazine Distribution:

**The top 100 retail chains in China represents approximately 168,000 stores nationally**

- |   |   |  |   |
|---|---|--|---|
| • Suning Appliance Group                            | • Shijiazhuang Beiguo Renbai Group Corp         | • Beijing New Yansha Holding Group           | • Qingdao Weekly Group                          |
| • Gome Electrical Appliances                        | • Changchu Ouya (Group)                         | • A.S Watson Group                           | • Beijing Xidan Friendship Group                |
| • Bailian Group                                     | • Yonghui Group                                 | • Maoye International Holdings               | • Shenzhen Nepstar Chain Drug Store             |
| • Dashang Group                                     | • TESCO   | • Guangzhou Grandbuy                         | • Jiangxi Hongkelon Touzi                       |
| • Vangurad Co                                       | • Rainbow Department Store                      | • Beijing D Phone Co.                        | • Beijing Chaosshifa Supermarket                |
| • RT-NART International                             | • Lotte Supermarket China Division              | • AEON China                                 | • Hunan Laobaixing Drug Store                   |
| • Carrefour S. A.                                   | • Lotus Supermarket China Store                 | • Inner Mongolia Little Sheep Catering Chain | • Jiabei Logistics                              |
| • Wal-Mart Stores                                   | • Lotus Supermarket China Store                 | • Jinan People's Commence Group              | • Hunan Jiahui Department Store                 |
| • Chongqing General Trading (Group)                 | • Auchan Investment                             | • Chengdu Hongqi Chain                       | • Guangdong Dasenlin Drug store Chain Limited   |
| • Wumart Holding Group                              | • Golden Eagle Retail Group                     | • Sanjiang Shopping Club Co.                 | • Shanxi Meet All United Supermarket            |
| • Shandong Commercial Group Cooperation             | • Shandong JiaJiaYue Department Store           | • Nanjing Central Emporium Co.               | • Shandong Quanfuyuan Commerce                  |
| • New Cooperation Joint-Stock Trade Chain           | • Intime Department Store                       | • Tangshan Department Store Group            | • Shenzhen Shirble Department Store             |
| • Yum! Brands                                       | • Renrenie Commercial Group                     | • Jinan Hualian Commence Group               | • Zhejiang Renben Supermarket                   |
| • NGS Supermarket Group                             | • Metro Jinjiang Cash & Carry                   | • Of which: Jinan Hualian Supermarket co.    | • Zhejiang Hualian Shopping Center              |
| • Best Buy China                                    | • Shandong Xinxing Group                        | • Chengdu Ito Yokado Co.                     | • Ito Yokado                                    |
| • Hefei Department Store                            | • Shandong Wuifang Department Store             | • Beijing Cuiwei Plaza Co.                   | • Chongqing Peace Drug Store Co.                |
| • Hisap High Technology                             | • Beijing Jingkelong Company                    | • Guanzhou Friendship Group                  | • Shanxi Taiyuan Tangjiu Supermarket            |
| • Wuhan Zhongbai Group                              | • Wuhan Zhongshang Group                        | • Hunan Friendship & Apollo Co.              | • China Quanjude                                |
| • New World department Store                        | • BuBuGao Business Chain Store                  | • Beijing ShunYiGuotai Plaza                 | • Anhui Huaxia Group                            |
| • Wenfeng Great World Chain Development Corporation | • Liaoning Xingking Happy Family Business Group | • Oriental Home Co.                          | • Guangxi Nancheng Department Store Joint Stock |
| • A Best Supermarket                                | • HNA Retail Business Holding                   | • Shandong Weihai Department Store Group     | • Xiongfeng Group                               |
| • Wuhan Wushang Group                               | • Zhengzhou Dennis Department Store             | • Emart Supermarket Co.                      | • Telephone World Digital Chain Group           |
| • Ligun Group                                       | • Fujian New HuaDu Supercenter                  | • Of which: Shanghai Emart Supermarket Co.   | • Ajisen Holding                                |
| • Beijing Wangfujing Department Store               |   | • Changsa Tongcheng Holdings Co.             | • Fuyang Hualian Supermarket                    |
| • Parkson Retail Group                              |   | • Park N Shop China                          |   |
| • Trust-Mart Management Consulting Services         |   | • Handan Yangguang Department Store          |   |

\*Source: Deloitte - China Powers of Retailing 2011

### Retail outlets by industry:

- |                     |                                    |
|---------------------|------------------------------------|
| • Supermarkets      | • Electronics stores               |
| • Department stores | • Home Improvement Stores          |
| • Convenient stores | • Food & Beverage specialty stores |
| • Drug stores       | • Specialty stores                 |



# AUSTRALIAN MADE AUSTRALIAN GROWN FOR CHINA



## Cities Include:

Beijing, Changsha, Chengdu, Chongqing, Dalian, Fujian, Guangzhou, Guizhou, Hangzhou, Hebei, Henan, Hubei, Jiangsu, Jiangxi, Jilin, Shanghai, Guangdong, Langfang, Lanzhou, Liaoning, Ningbo, Shandong, Shanxi, Sichuan, Suzhou, Taiyuan, Tianjin, Tnagshan, Wulumuqi, Wuxi, Xian, Xlanyang, Yinchuan, Yunnan, Zhejiang



## Traditional Regions

	East China		Northwest China
	North China		South Central China
	Northeast China		Southwest China



# AUSTRALIAN MADE AUSTRALIAN GROWN FOR CHINA



## ADVERTISEMENT RATES\*

Double Page Spread Advertisement	\$4,000
Full Page Advertisement + Full Page Editorial	\$3,500
Full Page Advertisement	\$2,500
Half Page Advertisement	\$1,250
Online Profile Listing	\$650

Sponsorship of industry sections, cover positions and website branding available by request. \*GST to be added where applicable.

\* All materials to be translated by client unless specified by client.

**\* GST to be added where applicable.**

## MECHANICAL SPECIFICATIONS

Ad Type	Ad Size depth x width	Bleed Size depth x width	Type Area depth x width
Double Page i	297mm x 420mm #	307mm x 430mm	277mm x 400mm
Full Page	297mm x 210mm	307mm x 220mm	277mm x 189mm
Half Page Horizontal	126mm x 171mm	n/a	126mm x 171mm
Half Page Vertical	247mm x 83mm	n/a	247mm x 83mm

✂ Centre Gutter: As the magazine is perfect bound – where there are images running through a DPS advert, the spread should carry a 5mm common image through the vertical centre of the spread, allowing for double imaging. It is recommended that any critical crossovers be double-imaged across the gutter. Please contact our art director should you require help with this. If gutter is not allowed for, any images down the centre line may be obscured by the perfect binding.

✂ Double page advertisements should be supplied as two single page ads as per specifications.

## ARTWORK REQUIREMENTS

### Please supply a Mac-compatible digital file as follows:

PDF	Please supply with 'press quality' settings (hi-res), 300dpi, CMYK (no spot colours).
Marks & Bleed	Allow 5mm bleed on all edges. Offset crop marks at 6mm. Please do not supply with any other printer's marks.
Digital	InDesign, Illustrator or Photoshop. All fonts, logos and images must be supplied/embedded. Fonts may be converted to outlines to avoid any technical issues.
Images	CMYK 300 dpi eps/tiff/jpeg at actual size.
Logos	Must be supplied as Illustrator EPS, .ai, or print quality files. No spot colours.
Media	CD/DVD, email or FTP. Email: up to 18MB per email OR please provide your FTP login details so we can download files from your FTP site, or send us a download link.

## DESIGN

We offer InHouse design services at the following nominal costs:

FULL PAGE (per page) \$450 + GST  
HALF PAGE \$300+ GST

This design will be the property of the client and all artwork will be supplied to the client for reuse.

## ARTWORK DELIVERY

**EMAIL:** Send artwork and ad materials to:  
production@roxbymedia.com.au (18MB per email maximum)

**FTP:** Send your download details to:  
production@roxbymedia.com.au

**POST:** Roxby Media Australia: Level 8, 37 Bligh Street, Sydney  
NSW 2000  
Ph: 8246 7400, www.roxbymedia.com.au

Materials supplied other than to specifications may incur an additional production charge.

## WEBSITE CONTENT

Digital Package: Banner specifications will be supplied on booking confirmation. Please send all website content and images to production@roxbymedia.com.au

Text should be in a plain text document. Images should be supplied as 72dpi jpegs or gifs, RGB and at actual size.

## UNACCEPTABLE FORMATS

The following software are not designed for professional publishing: Microsoft Word, Powerpoint, Works, Office, Excel, Front Page, Publisher. Please do not use these formats for page layout as they will not be accepted. The following cannot be used as image sources: Internet GIFs, Word documents, Powerpoint, etc.



# AUSTRALIAN MADE AUSTRALIAN GROWN FOR CHINA



## Targeted-Online Business engagement

Incorporating the latest in social and digital media communication strategies and using an online news service this website will become **the number one portal and online reference for Australian Made Licences promoting their businesses to China.**

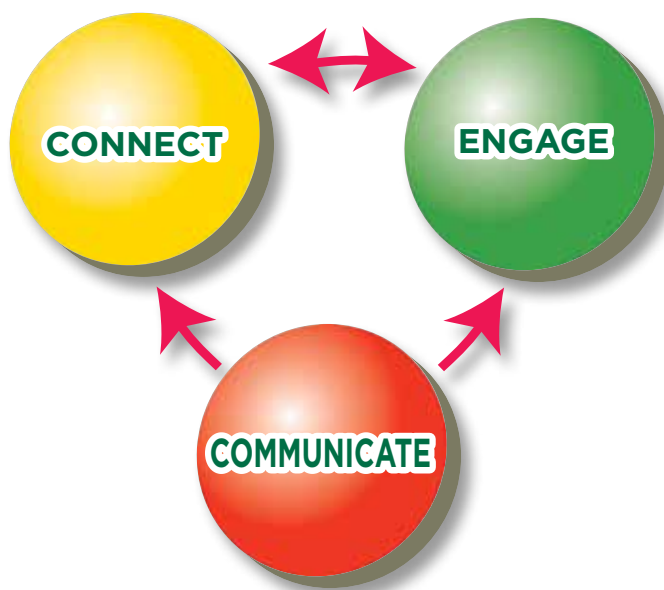
**As an Australian Made licensee**, you have aligned your business and products with Australia's most trusted and recognised country of origin symbol.



**LAUNCHING: "Australia China Trade and Investment Conference".**

**Date: 10th & 11th September 2013**

**Venue: JW Marriott Hotel Beijing**



*Australia China Trade & Investment 2013* will partner with the International Family Office Association and the leading club of investors in Beijing to ensure the inaugural Trade and Investment Conference will be attended by 1500 companies, high net worth individuals, investors and government representatives.

**Taking your Australian Products  
to the Chinese market!**

**Discover and connect your business with China.**



**AUSTRALIAN MADE, AUSTRALIAN GROWN FOR CHINA portal will take your Aussie products to a huge Chinese market. The process is targeted and cost effective.**

**CONNECT TO THE BIGGEST MARKET IN THE WORLD**

**Easy access to your profile page, categorised by industry sectors**

- Industry Category number 1
  - Brown McFarlane
  - Castolin Eutectic
  - Clifton Steel
  - Esser-Werke
  - Kram Engineering
  - Pacific Relines
  - Specialised Reline Service
  - SuperSlide
  - Valley Rubber
- Industry Category number 2
  - AAMCOR
  - Atlas Copco
  - Atlas Copco
  - Blast Maker
  - Davey Bickford
  - Driconeq Drilling Construction Equipment
  - Drill Mining Industry
  - Drill Shop
  - Drillcon

**Banner options available**

**Online Directory for China**

**Your Logo here**

Company name: Your Company Name comes here  
 Address: Level 8, 37 Bligh Street, Sydney NSW 2000 Australia  
 Tel: 612 8436 7400  
 Fax: 612 8436 7450  
 email: info@yourcompany.com.au  
 Website: www.yourcompany.com.au

**Logo hyperlinked to your company website**

**Company details including hyperlink to the company's website**

**Youtube video embedded in this online profile page**

**About 500 words to best describe your business**

**Including images (up to 4 images) supplied by you**

**Please supply us your content**

- HTML format with images
- Youtube video link (url address)
- Company's logo



**Membership licensee package: \$499.95 + GST upfront investment.**

**12 months online Real Estate Page. All yours!!**  
**\$600.00 at \*\$50 per month payment schedule over 12 months**

- ☐ Online suppliers guide for 12 months
- ☐ Logo hyperlinked to your company website
- ☐ Up to 4 photo images

- ☐ Including a 5 min video presentation (supplied by client) or embedded Youtube video (max 2 videos)
- ☐ About 500 words to best describe your business
- ☐ Company logo

For further information, please contact us on (02) 8246 7400 or roxby@roxbymedia.com.au

