14 July 2016

**MEDIA RELEASE**

**Free ‘Accessing China’ Webinar**

The Australian Made Campaign has partnered with the New South Wales Business Chamber’s Export Growth China initiative to provide a live, interactive webinar aimed at helping Australian businesses make the most of export opportunities and access one of the largest markets in the world, China.

The webinar will explain how country of origin branding can help businesses market their products as genuinely Australian, primarily in China.

Attendees will learn about opportunities available to Australian Made licensees including Oz-Town, Aunew, Premium Australian Food, AusCham and AuShop. They’ll also find out more about Export Growth China, an initiative which gives Australian growers and manufacturers a new channel to market and helps get products or services in front of 1.3 billion Chinese buyers, in a low cost, low risk and practical way.

AMCL Deputy Chief Executive, Ben Lazzaro and Senior Manager, China Practice from Export Growth China, Sara Cheng will both be presenting the webinar and attendees will have the opportunity to ask them both questions at the end of the presentation.

“Our reputation for producing products and produce to high quality and safety standards is driving sales in Australia, but we’re also seeing a huge impact overseas – opportunities for exporters are booming,” Mr Lazzaro said.

The webinar is free and will be held at 12pm AEST on Thursday, 4 August 2016.

Anyone interested can sign up here: <https://australianmade.com.au/licensee-news/2016/free-accessing-china-webinar/>

**--ENDS--**

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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.

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](http://www.australianmade.com.au)