



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Required Report - public distribution

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GAIN Report #AS1029

## **Australia**

## **Promotion Opportunities**

## **Annual**

## **2001**

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**U.S. Embassy**

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### **Report Highlights:**

**Fine Food is the largest food industry event in Australia.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Canberra [AS1], AS

**Disclaimer:** *The promotional activities listed below are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.*

## Trade Shows

- September 1-4, 2002      **Fine Food Australia**  
Melbourne Exhibition & Convention Centre  
Melbourne, Australia.  
Contact:  
Australian Exhibition Services Pty Ltd,  
Illoura Plaza, 424 St Kilda Rd  
Melbourne VIC 3004  
Tel:      +61-3-9261-4500  
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- Aug 31-Sept 3, 2003      **Fine Food Australia**  
Darling Harbour Exhibition & Convention Center  
Sydney, Australia

Fine Food is the largest food industry event in Australia. It is held annually, alternating between the cities of Sydney and Melbourne. Over 500 exhibitors showcase the latest food, drink and equipment ideas from around the world. Fine Food is a 'trade only' show, with around 20-25,000 visitors from the retail, foodservice and hospitality industries. It incorporates the Supermarket Australia and Hotel Australia shows.

FAS Canberra views this show as an excellent, cost effective way for US exporters to introduce their products to the Australian market. As well as the trade only visitors to the show, most of Australia's largest importers and distributors also exhibit at the show and use it as an opportunity to source new products.