



Australian Cherries FY24 Program

International Trade Launch events
in Vietnam and China (CY23002)

February 2024

Content plan



01 Budget breakdown

02 Launch event in Vietnam

03 Launch events in China

04 FHC Trade Show in Shanghai

Budget breakdown

Items	Description	Total amount (AU\$)
Participation to the FHC trade show in Shanghai	Exhibition space design, installation and dismantle, registration fees, samples, translator...	\$25,000
Organisation of a launch event at the VIC House in Shanghai, in collaboration with Global VIC (December 2023)	Space rental, marketing collaterals, staff, Chef cooking demonstration, paid media features...	\$22,500
Organisation of a launch event at the wholesale market in Guangzhou (January 2024)	Space rental, logistics, staff, photobooth, merchandise, samples...	\$22,500
Organisation of a launch event at Central Retail in Hanoi early January for the promotion of Tasmanian Cherries	Space rental, POSM, photobooth, staff, merchandise, samples, paid media features, influencers...	\$17,500
Client liaison and travel expenses	Event coordination, stakeholders' management, reporting...	\$5,000
TOTAL BUDGET		\$92,500



Section 02

Launch event in Vietnam (Hanoi)

Launch event in Hanoi in partnership with Central Retail (Big C)

Location: Hanoi

Date: 06/01/2024

Theme: Promotion of Tasmanian Cherries

Retail partner: Central Retail | Big C Thang Long

No. visitors: 200+

VIP guest:

- Mr. Christopher Morley, Trade & Investment Commissioner (Austrade)

Activities:

- Photobooth
- Product sampling (more than 20Kg sold)
- Gift-with-purchase (42 sets of goodies redeemed)
- Influencer engagement (2 KOLs)



POSM Key Visuals



Photobooth



Hand props



Lucky wheel



Sampling counter

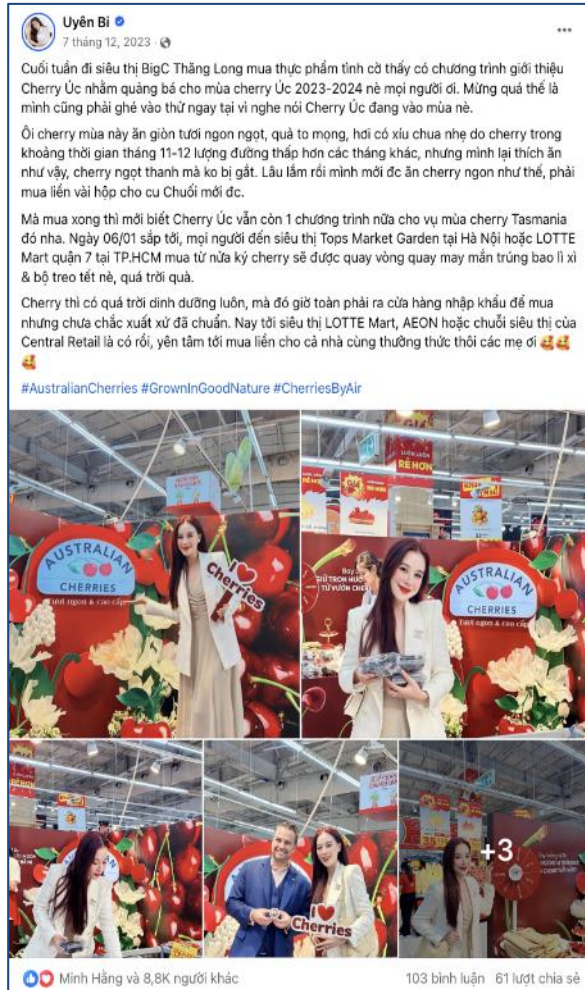
Launch event in Hanoi in partnership with Central Retail



Launch event in Hanoi in partnership with Central Retail



Influencer engagement



KOL: Uyên Bi

Followers: 874,000

Link: [View post](#)

Publication date: 7th December 2023

Location: Hanoi

Platform: Facebook



8,800 LIKES



103 COMMENTS



61 SHARES



23,044 REACH

Influencer engagement



KOL: Tettanic

Followers: 60,000

Link: [View post](#)

Publication date: 8th December 2023

Location: Hanoi

Platform: Instagram



2,399 LIKES



23 COMMENTS



17 SHARES



10,251 REACH



Section 03

Launch events in China

Launch event at the VIC House in Shanghai

Location: VIC House in Shanghai

Date: 20th of December 2023

Theme: Promotion of cherries from Mainland Australia

Partner: State Government of Victoria

No. attendees: 54 people

Guest speakers:

- Brett Stevens, Trade Commissioner to Greater China at Global VIC
- Troy Agosti, International Marketing Manager at Hort Innovation
- Patrick Ulloa, Export Development Coordinator at Cherry Growers Association

Activities:

- VIP speech
- Cooking demonstration
- Lunch reception
- Q&A session



Launch event at the VIC House in Shanghai



Launch event at the VIC House in Shanghai



Launch event at the VIC House in Shanghai



Launch event at the wholesale market in Guangzhou

Location: Jiang'nan Wholesale market in Guangzhou

Date: 12th of January 2024 – 8am

Theme: Promotion of cherries from Tasmania

Partner: Austrade

No. attendees: 300+

Guest speakers:

- Martin Ferreyra, Senior Trade & Investment Commissioner at Austrade
- Kathy Chen, Business Development Manager at Austrade

Activities:

- VIP speech
- Gaming area
- Sampling sessions



Launch event at the wholesale market in Guangzhou



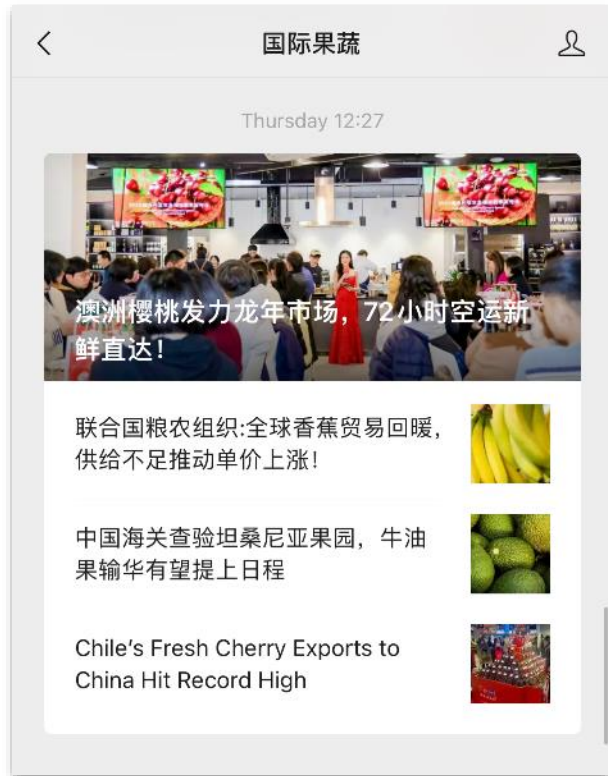
Launch event at the wholesale market in Guangzhou



Launch event at the wholesale market in Guangzhou



Post-events press release



WeChat articles



Web articles + banner



Section 04

FHC Trade Show in Shanghai

Blossoming Success: Australian Cherries Shine at FHC China Tradeshow

Australia's Cherry Industry Creates a Stir at One of China's Premier Food and Hospitality Events

In a triumphant display of global appeal, the Australian Cherry Industry made waves at this year's FHC China tradeshow, held at one of China's largest food and hospitality trade events. The three-day extravaganza not only showcased the vibrant diversity of the international culinary scene but also highlighted the growing interest in Australian cherries within the Chinese market.

The FHC China tradeshow, a hub for culinary innovation and international business exchange, boasted an impressive number of exhibitors. With over 3000 exhibitors from around the world, the event provided a unique platform for businesses to connect and showcase their products. Country representation was diverse, emphasizing the global nature of the food and hospitality industry.

Amidst this dynamic setting, the Australian Cherry Industry stood out, capturing the attention of attendees, and garnering an overwhelming response. Over the course of the event, the industry generated more than 100 leads, signalling a promising future for Australian cherries in the Chinese market.

One key insight into the success of Australian cherries in China lies in the cultural significance attached to these ruby-red delights. Chinese consumers have developed a particular fondness for Australian cherries, often associating them with quality, freshness, and a taste of the Southern Hemisphere. This affinity has been further magnified by the tradition of gifting cherries during the Lunar New Year festival.

The Lunar New Year, a significant celebration in Chinese culture, sees families exchanging gifts as a symbol of good luck and prosperity for the upcoming year. Australian cherries have become a sought-after gift during this festive season, with their vibrant colour and sweet taste symbolizing good fortune and happiness. The trend of gifting Australian cherries has contributed to the surge in demand and interest witnessed at events like the FHC China tradeshow.

The success at FHC China reflects not only the quality of Australian cherries but also the strategic efforts of the Australian Cherry Industry in understanding and catering to the preferences of the Chinese market. As the industry continues to explore opportunities in international markets, events like FHC China serve as crucial platforms for building connections, fostering partnerships, and sharing the joy of Australian cherries with the world. The enthusiasm displayed by the Chinese audience, coupled with the cultural resonance of cherries in China, underscores the potential for continued success in this thriving market.



Key data

FHC Trade Show

Date: 8-10 Nov. 2023

Visitors: 150,000+

Exhibitors: 3,000+

Countries represented: 50+

Australian Cherries stand

Visitors: 1,000+/day

Enquiries: 300+

Contact details: 121

Samples distributed: 15Kg

Australian Cherries stand



Australian Cherries stand



**Hort
Innovation**

Thank you!

