



“Driving Profitability through Export Collaboration”

Wednesday 24th June 2009
Berri Resort Hotel, Riverview Drive, Berri SA

With Keynote Speaker
Tony Motion - Zespri International
Market Manager, Australia & North America



You are invited to participate in an industry workshop that aims to identify and discuss the need to increase Citrus exports.

Participants will help to develop an action plan to address export barriers and create opportunities for the future growth in exports for the Citrus industry.

Wednesday 24th June 2009

Driving Profitability through Export Collaboration

Program – Facilitated by Trevor Warren

9.30am – 5.00pm

The event will kick off with key speakers from Zespri, HAL and Citrus Australia who will present valuable insight and information on the current export market for the Citrus Industry. Topics covered will include Market Development, Market Access and Promotional Programs

The aim of the workshop is to discuss the barriers/threats and opportunities within exporting activity, and provide answers to key questions that will be presented at the workshop. Additionally, we would like to develop an action plan for increased export activity, and develop an Export Committee to help implement the action plan.

5.00-6.30pm (Optional)

Drinks in the Berri Hotel Bar, Berri Resort Hotel, Riverview Drive, Berri, SA

6.30pm (Optional) onwards

Networking Dinner - Berri Hotel Bar, Berri Resort Hotel, Riverview Drive, Berri, SA

Agenda

9.30 -9.35	Kevin Cock, Chair, Citrus Australia Welcome
9.35 -10.00	Presentation – <i>Global Marketing Overview</i> – Tony Motion, Market Manager, Australasia & North America, Zespri International
10.00-10.15	Presentation – <i>Australian Citrus Export Markets Review</i> – Wayne Prowse, Export Development Manger, HAL
10.15-10.30	Presentation – <i>Industry Trends and Issues</i> – Judith Damiani, CEO, Citrus Australia
10.30-11.00	Panel Question and Answer
11.00-11.30	Morning Tea
11.30-1.00	Break-out groups
1.00 - 2.00	Lunch
2.00 - 3.30	Break-out groups
3.30 - 4.45	Feedback & Development of Action Plan
4.45 - 5.00	Close

Registration Form

Please note that places are limited so register early to avoid missing out on this important event!!!

To register your name or obtain further information please contact Citrus Australia:

Trish Forrest trish.forrest@citrusaustralia.com.au tel: 03 5023 6333 /fax: 03 5023 3877
Helen Piscioneri admin@citrusaustralia.com.au tel: 03 5023 6333 /fax: 03 5023 3877

Cost:	No charge to attend Workshop	
Members	Networking Dinner (optional) (drinks at own cost)	\$ 35
Non-members:	Networking Dinner (optional) (drinks at own cost)	\$ 45

Please advise of any special dietary requirements

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Please list your top three issues or questions for the workshop

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Personal Details

Name:

Job Title:

Company:

Address:

Phone: Mobile:

Email:

Payment: I have enclosed my cheque for: \$..... Please make cheques payable to Citrus Australia Ltd

Or I have made payment via EFT of: \$..... EFT payments to: Citrus Australia
BSB: 063 520 A/C: 1062 8415

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