

## **INTERNATIONAL TRADE SHOWS...**

Like everyone, we have seen the GFC's effects with alarming slumps in the financial markets, the recession, billions of dollars in economic stimulus and a slow economic recovery. At NMPA we've put the down time to good use. Our teams have participated in several international trade fairs to make sure that regardless of what was happening around us, our great Australian Beef was seen and tasted across the world.

### **6 to 9 May, Hong Kong Convention & Exhibition Centre...**



This exhibition is open to professional trade and business visitors. Hofex is one of the largest food and beverage trade exhibitions in Asia, providing the opportunity for Australian exporters to access a wide range of Asian buyers.

NMPA had a well-placed stand, with effective merchandising. On display were three of our major grainfed beef cuts - Ribeye, Striploin and Tenderloin. The meat was cooked BBQ style and offered for tasting throughout the show. Australian beef is renowned for its clean, green production environment and the NMPA products attracted a lot of attention, proving popular with the visitors at the show.

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### **US National Food Show with Harvest Meat 27-29 March, USA...**

NMPA staff attended the National Sales Meeting and Food Show with US customer, Harvest Meat Company. The event was held in Palm Springs, Colorado. Our subsidiary, Australian Premium Brands (APB) participated as a Platinum Sponsor of the event and was one of almost 100 suppliers at the show. The event provided a good chance to display our product to potential buyers from across the US. We were also able to check out what other suppliers had to offer.

APB's display was a range of grassfed cuts including Chuck Roll, Flap Meat, Striploin, Cube Roll and Tenderloin. Feedback on the product was very positive with our product's high quality and long shelf life proving again to be a real winner!

**Anuga**  
**10th -14th October, Germany...**

NMPA, in conjunction with Meat & Livestock Australia, had a strong presence at ANUGA in Cologne in Germany this year.

Widely regarded as the largest food exhibition in the world, ANUGA is an opportunity for NMPA to meet with our existing customers from around the globe, and introduce our company and brands to new contacts at the same time.

The NMPA premium grainfed beef was on display and presented by our chefs for tasting. The popularity of the premium grainfed beef is a good indicator of its strong demand from our current buyers and its growth potential for new markets Europe.



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**Food & Hotel China Fair**  
**18-20 November 2009, Shanghai**

“Food & Hotel China Fair” is China’s largest international food exhibition with representatives from all over the globe. Held in Shanghai, this fair presents products to the world’s most heavily populated country, a great potential market for Australian beef. In conjunction with MLA and some other exporters, NMPA displayed a range of products including grain-fed loin and other cuts like Shin Shank and Oyster Blade, which are traditionally aligned to the Asian cuisine.

Chefs were on hand to present cutting and handling demonstrations, which further illustrated the versatility of NMPA’s beef product. Our chefs took advantage of the facilities on site for the sampling campaign. Our perfectly cooked product once again proving very popular with both the crowd and the busy exhibitors!

Any visit to China is always busy and this Exhibition was no exception. There was a steady flow for two and a half days of both new and existing customers, providing a great opportunity for The Group and our brands in this emerging market.

