

Flowers and foliage to Japan



Boosting Australian-grown flower exports to Japan

Study tour and the 5th International Flower Expo 26 October-2 November 2008

WildFlowers Australia Ltd (WFA) and The Flower Association of Queensland Inc (FAQI), supported by the Queensland Department of Primary Industries and Fisheries (DPI&F), invites your expression of interest to participate in a market visit to Japan.

The visit will include a study tour of the flower supply chain in Japan, attendance at the International Flower Expo (IFEX) and meetings with key importers to assess the demand for high quality Australian-grown flowers and foliage.

IFEX is the largest and most significant flower and garden industry trade show in Asia, and attracts more than 32,000 visitors and 860 exhibitors worldwide. Attendees include exporters, growers and manufacturers of cut flowers, plants, seeds, packaging and accessories, vases and equipment.

Business opportunities

Attendees to IFEX will meet industry professionals such as retailers, wholesalers, importers and growers from all over Japan and Asia.

The study tour will enable you to assess the value of your products by key industry professionals in the Japanese market and strengthen relationships with Japanese auction houses, importers and buyers.

Itinerary

The program offers:

- site visits to major auction houses, florists and floral designers in Japan
- participation in promotional activities in Japan
- opportunity for meetings with major importers and auction houses
- attendance at networking functions with influential Japanese clients
- showcasing your product during the IFEX event
- itinerary development and on-ground support by Austrade

- attendance at IFEX 2008 and meetings with prospective clients during the show.

Costs to participants

The study tour is partly funded by RIRDC and Horticulture Australia Limited through the respective industry associations. Your investment will be approximately **A\$3500**. This fee includes airfares, accommodation, attendance at IFEX 2008, on-ground transport, translation services for the group, industry exhibition booth, networking functions and design of industry promotional materials.

Participating companies will need to fund their own business promotional material, samples, and any other individual requirements.

Please note: The itinerary and participant costs are subject to change.

How to participate

Complete the [expression of interest form](#) online and submit it before **Friday, 22 August 2008**. Places are limited, so we encourage early registration.

If your application is successful, you may be required to attend a pre-mission briefing to help you prepare for the visit.

Selection of participants

Please note that expressing an interest in this market visit does not imply that you are an approved participant. Expressions of interest are subject to an assessment process.

More information

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