Reconnecting Australia to the World: Sharpening your Export Strategy

Rod Arenas | FIAL GM Commercial

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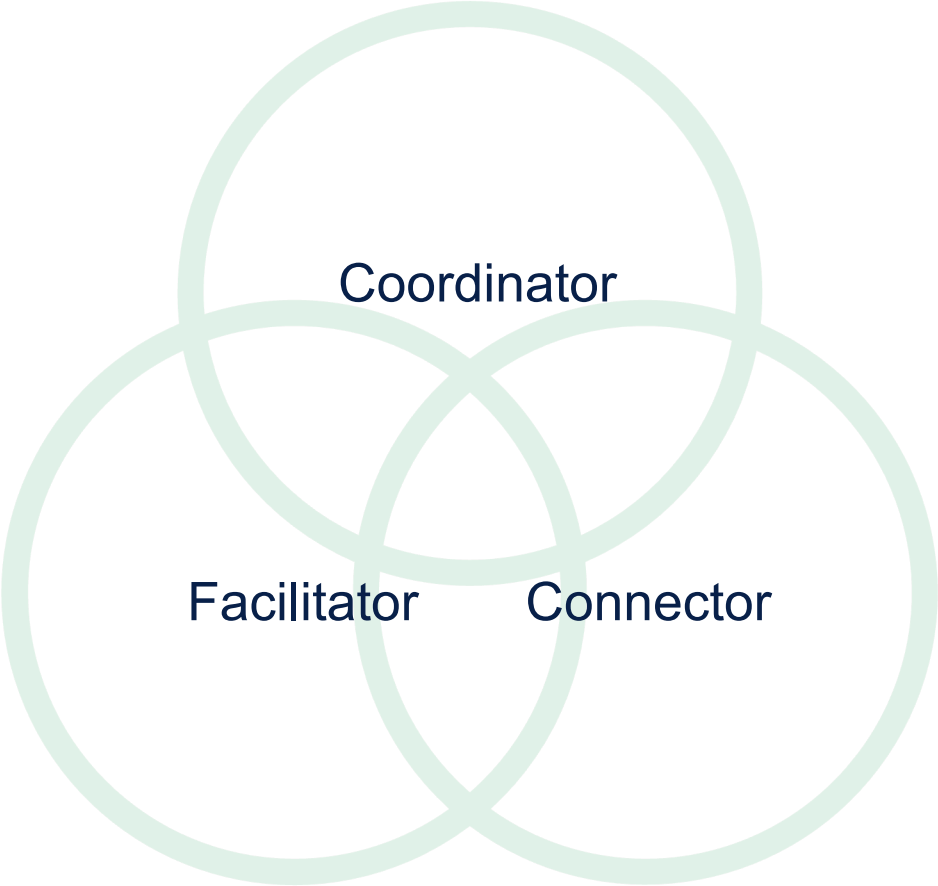
Our Purpose

Catalyst for Growth



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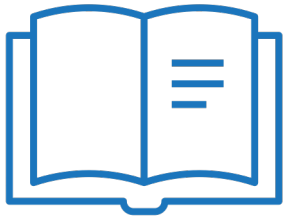
Supporting the Industry



Sharing Knowledge

Building Capability

Creating Connections

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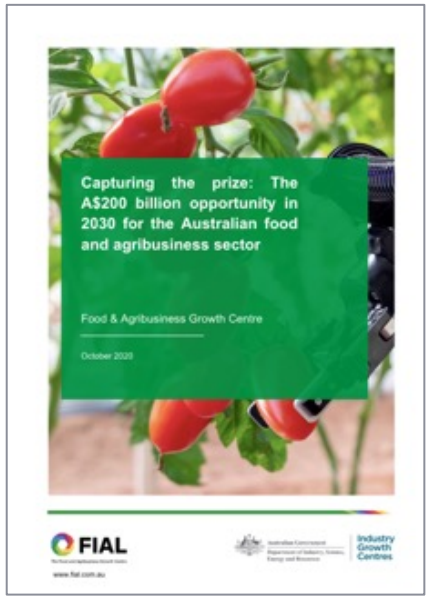
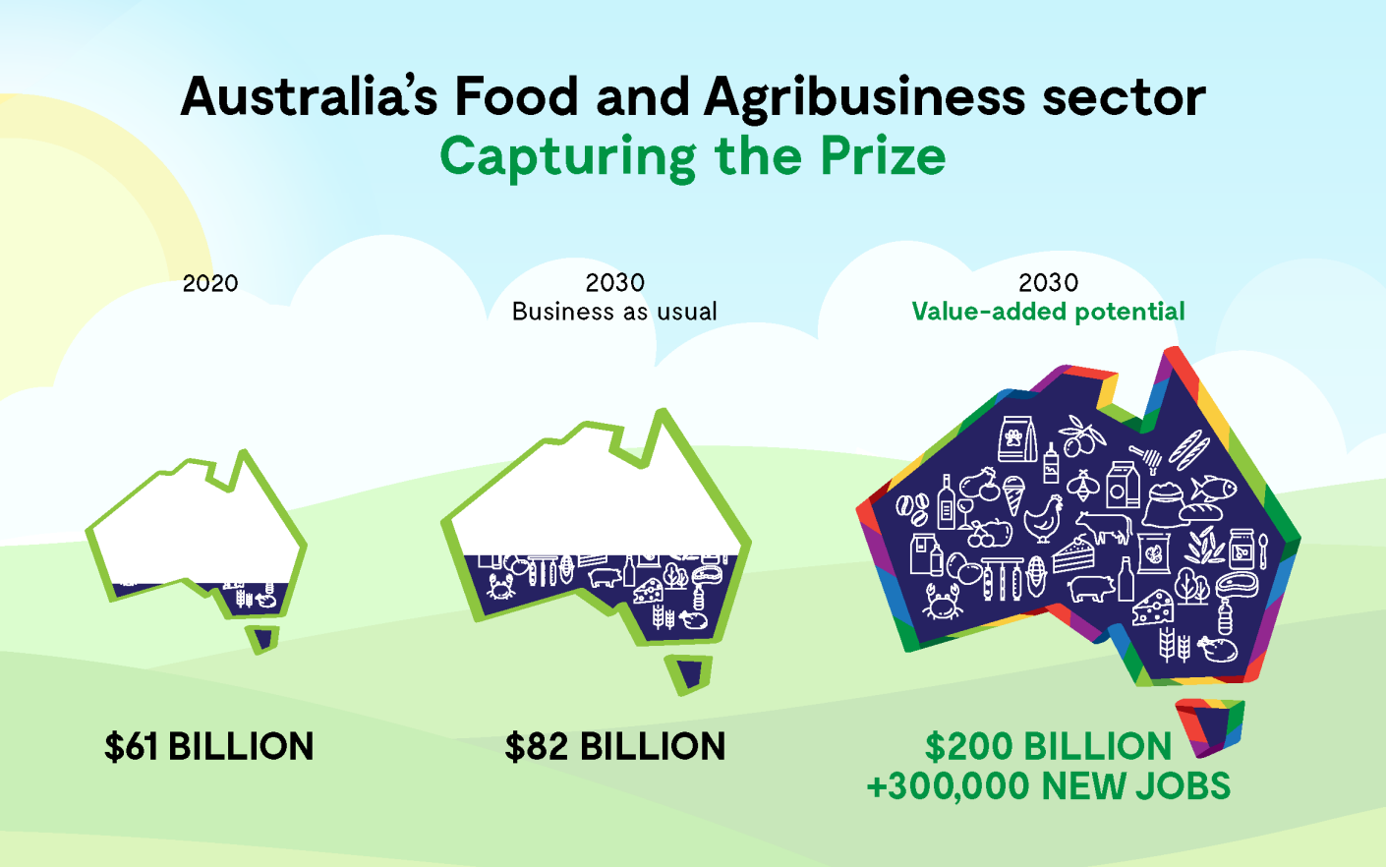
Project 2030: Doubling Australian Food and Agribusiness





www.fial.com.au/sharing-knowledge/capturing-the-prize

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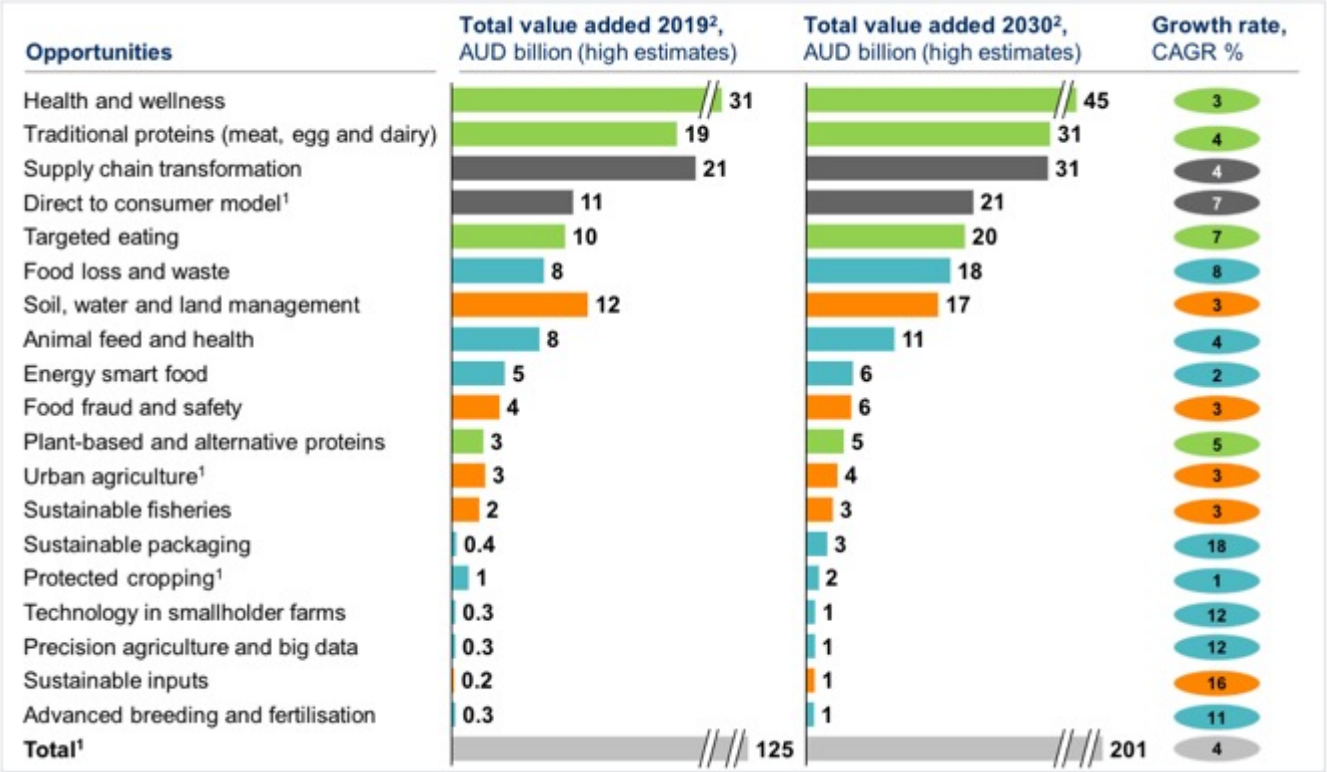
Project 2030: 19 Opportunities



- The future consumer
- Food security and sustainability
- Enhanced production and value addition
- A global marketplace

1. This summation does not include “Urban agriculture”, “Protected cropping” and “Direct to consumer model” to avoid potential overlaps.
2. This approach only impacts “consumption-driven” opportunities (e.g., fresh food sales under health and wellness), rather than“production-driven” opportunities (e.g., soil, water and land management). It also accounts for the entire value chain (from production to retail). Note: the 2019 value is not the current value added for Australia but rather the potential value added from full exploitation of all the identified opportunities.
SOURCE: Literature search; AlphaBeta analysis

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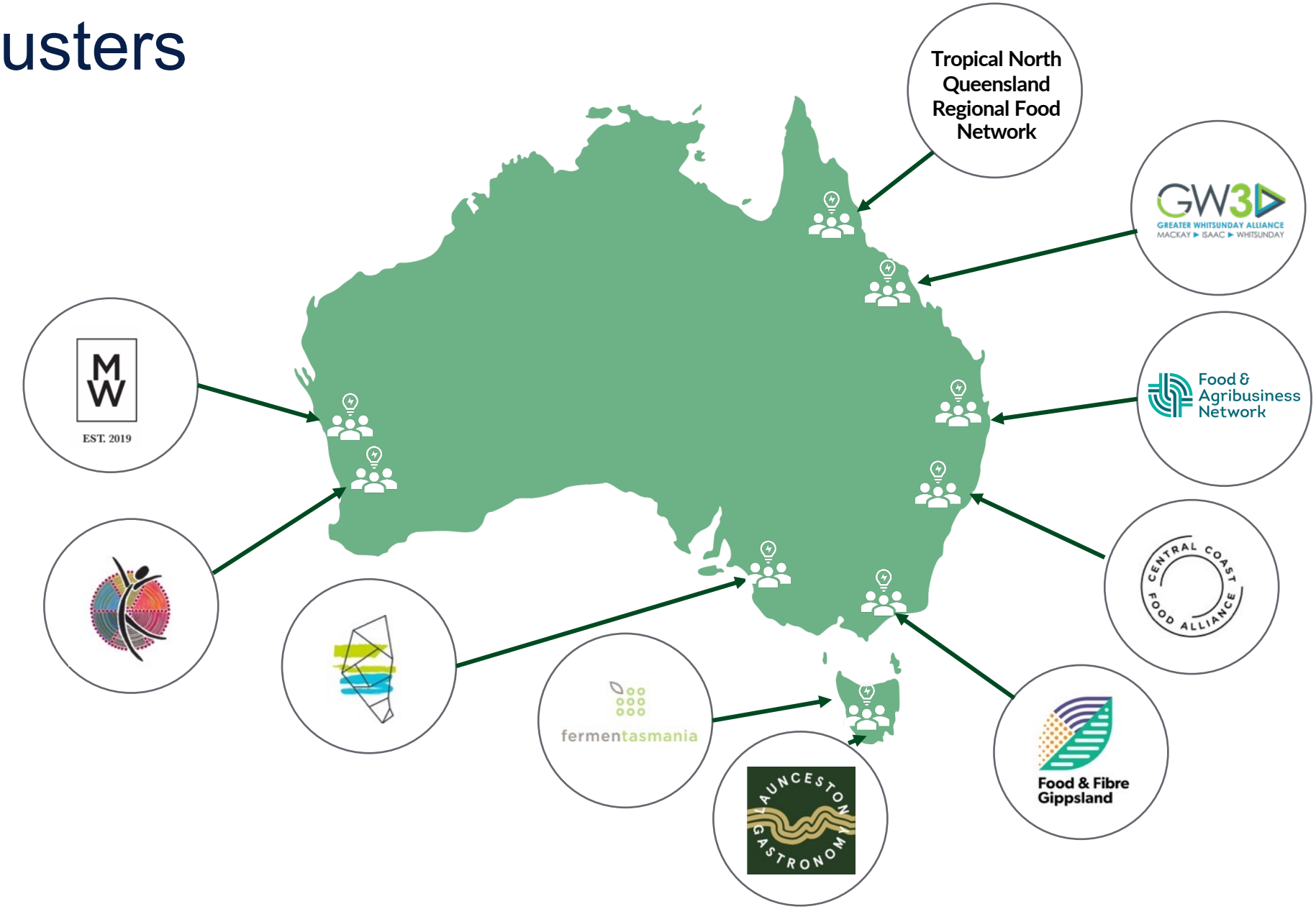
Clusters



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Health & Wellness Opportunities

Health & Wellness Market / better health – better nutrition = US$946 bn

1. Naturally healthy @ US$271.3 bn
2. Fortified / Functional @ US$258.4 bn
3. Better for you @ US$149.5 bn
4. Organic @ US$34.9 bn
5. Food intolerances @ US$12.3 bn

Low/ No Sugar •Low/ No Salt •No Trans Fats •Gluten Free •Low/ No Fat •No Cholesterol •Gut Health •Probiotics •Prebiotics •High in fiber •High in Vitamins •High in Protein •High in Calcium •Source of Omega 3's •High in Protein •High in Vitamins •Dairy-Free •Non-GMO •Low Fat •All-Natural •Certified Organic •Vegan •Vegetarian •All/ 100% Natural •Pure •Preservative Free •No Artificial flavors' •Real •Original •Non-GMO

Compound average growth rate % forecast between 2015-2025

1. Food intolerances @ 7.2%
2. Fortified / functional @ 6.5%
3. Naturally healthy @ 5.9%
4. Organic @ 5.4%
5. Better for you @ 1.2%

Australia needs to capture a greater share of the growing health & wellness market.
Functional foods and beverages is an area of interest as per data on the FIAL platform (AFBC)

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Project 2030: Health and Wellness opportunity

$45 billion+

in value-added opportunity by 2030

37,000+

new jobs in the in the sector

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Market Update June 2022

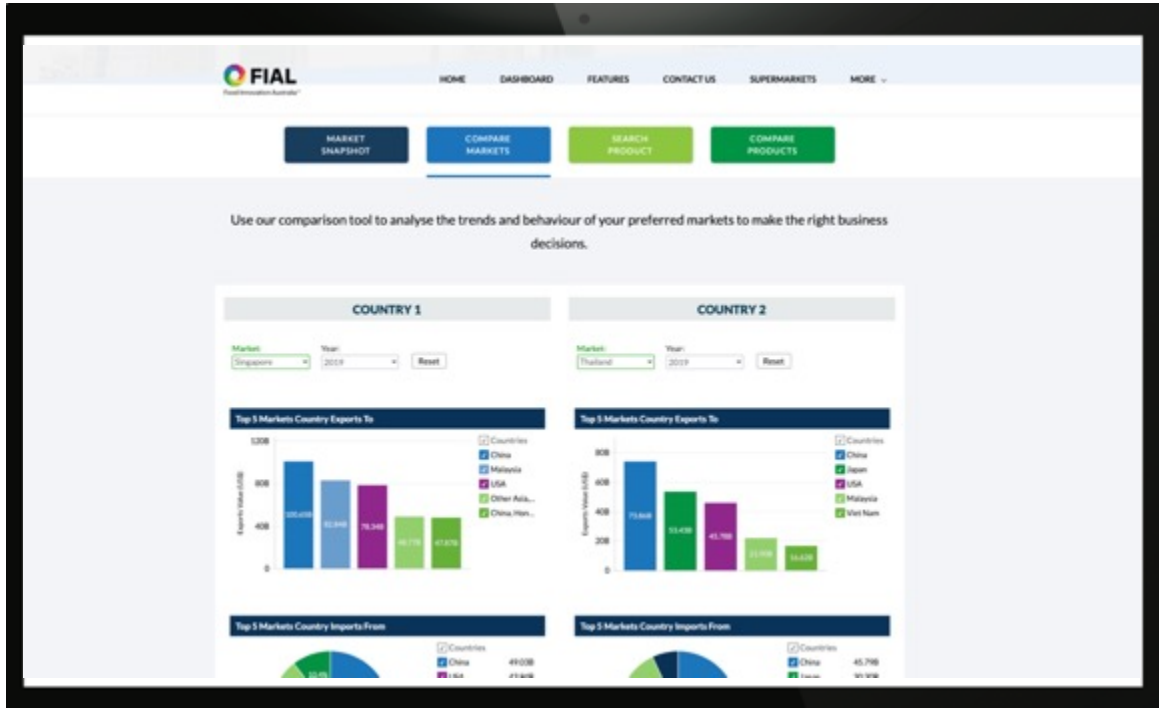
TOP 15 AUSTRALIAN EXPORT MARKETS IN 2019
A$49.7 BILLION;

1. China $15.2 billion
2. Japan $5.5 billion
3. US $4.4 billion
4. Korea $3.3 billion
5. Indonesia $2.3 billion
6. NZ $1.7 billion
7. Vietnam $1.7 billion
8. Singapore $1.3 billion
9. HK 1.2 Billion
10. Philippines $1.2 billion
11. Malaysia $1.1 billion
12. Thailand $0.9 billion
13. Taiwan $0.8 billion
14. UAE $0.7 billion
15. UK $0.6 billion

TOP 15 AUSTRALIAN EXPORT MARKETS IN 2020-21 A$49 BILLION;

1. China $10.6. billion
2. Japan $4.8 billion
3. US $3.8 billion
4. Indonesia $3.4 billion
5. Korea $3.1 billion
6. Vietnam $2.4
7. NZ $1.7 billion
8. Thailand $1.7 billion
9. Malaysia $1.2 billion
10. HK 1.2 billion
11. Singapore $1.3 billion
12. Saudi Arabia $1.2 billion
13. Philippines 1 billion
14. UAE 0.8 billion
15. UK 0.8 billion

Market Insights and Information (MII)



mii.fial.com.au

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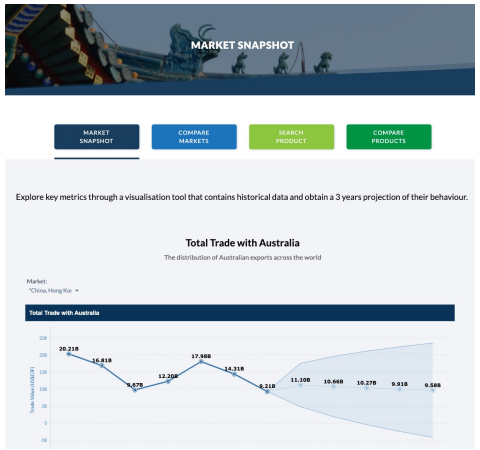
MII Reports

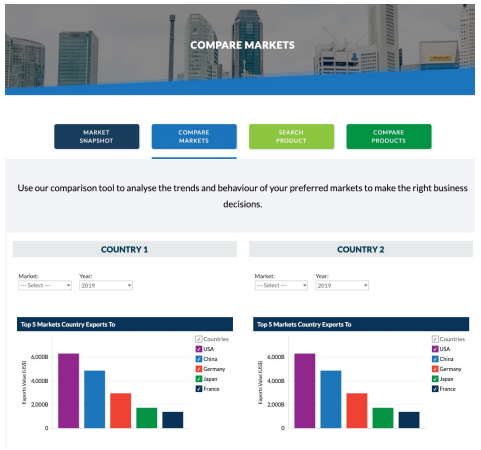
MARKET SNAPSHOT

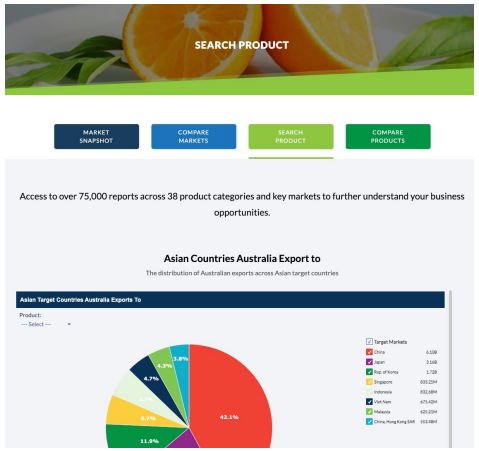
COMPARE MARKETS

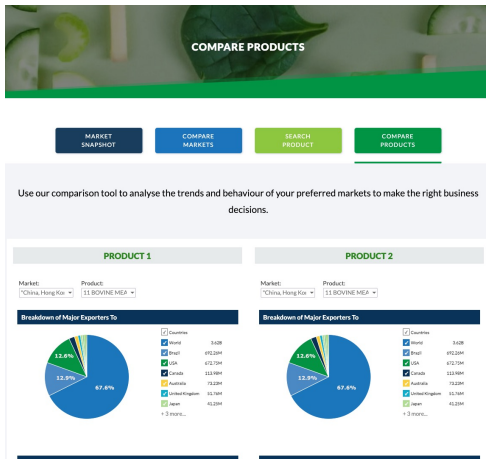
SEARCH PRODUCTS

COMPARE PRODUCTS









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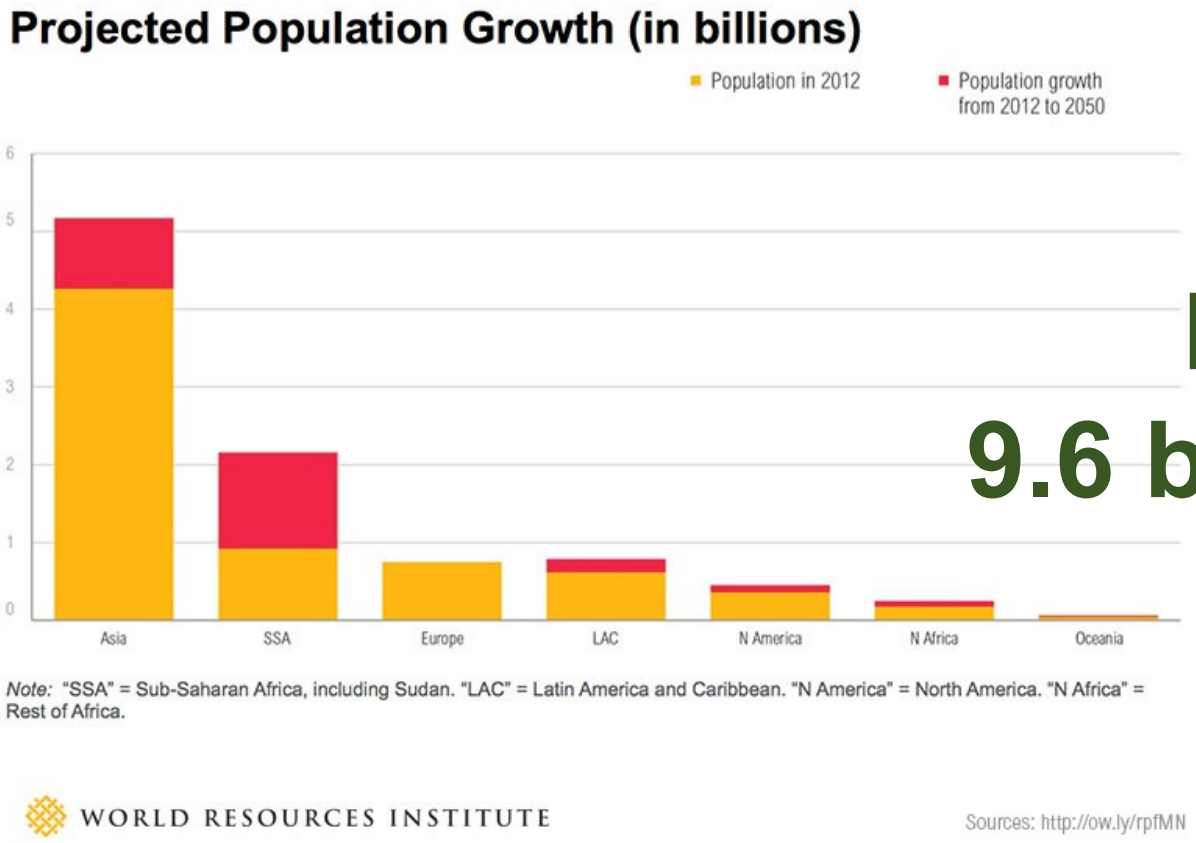
Why food matters?

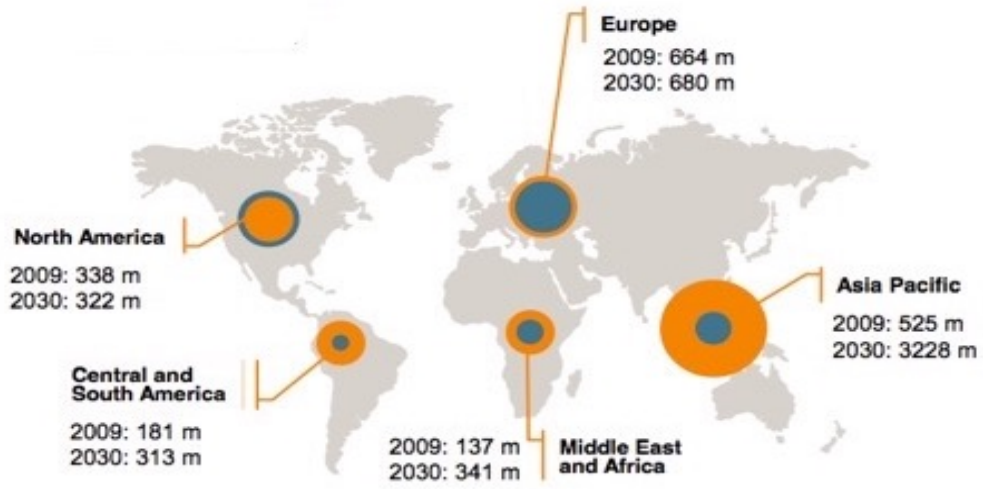


By 2050,
9.6 billion people

http://www.wri.org/blog/2013/12/global-food-challenge-explained-18-graphics

What are the industry opportunities?

A Surge in the Global EMERGING Middle Class by 2030

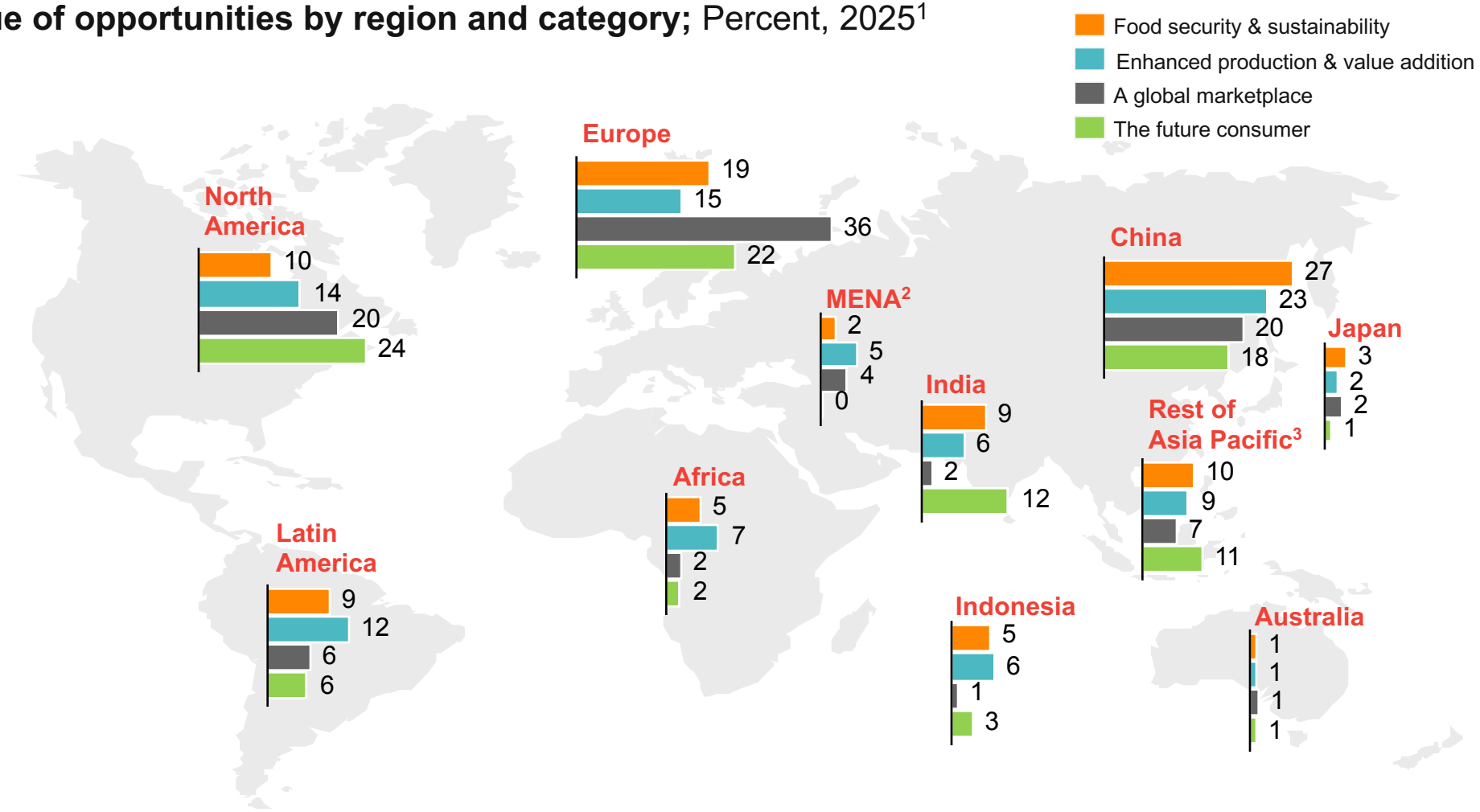


Courtesy of Austrade using data from a study by Kharas and Gertz

2009 2030

Opportunities by 4 strategic areas vary by region

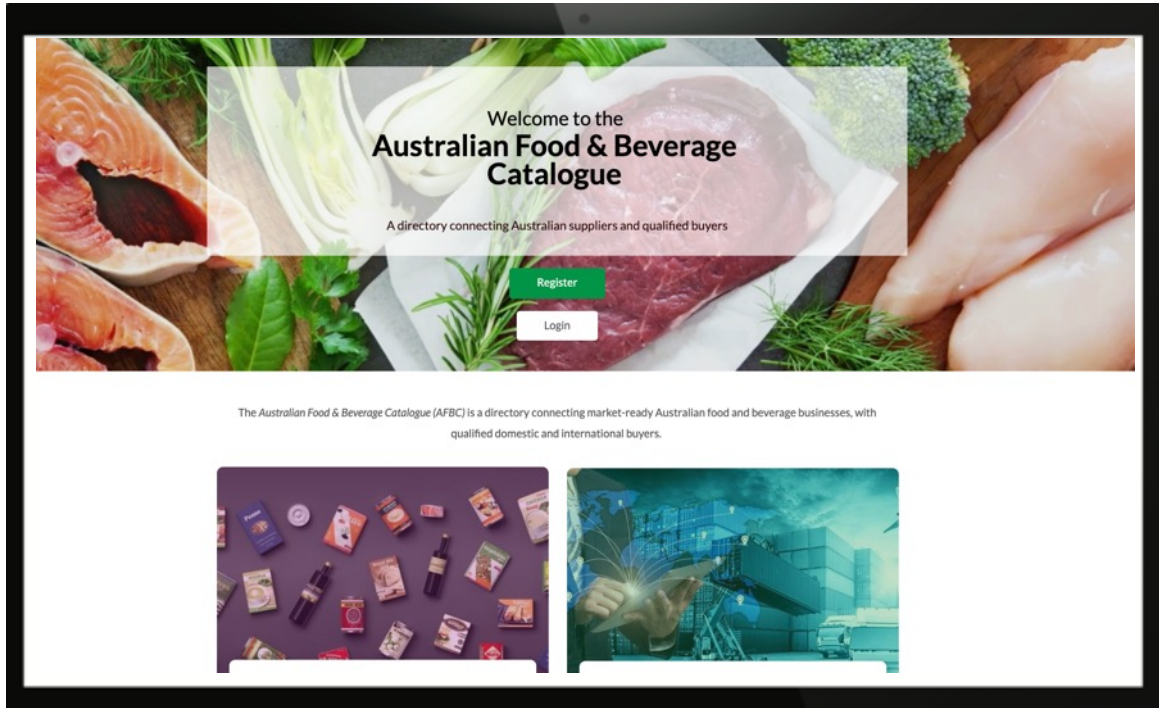
Share of value of opportunities by region and category; Percent, 2025[1]

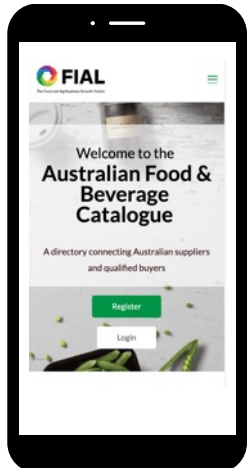


1 Based on the average cases of the high and low values.
2 MENA consists of Middle East and North Africa..

Note:Numbers may not sum due to rounding
Source:Literature search; AlphaBeta analysis

Australian Food & Beverage Catalogue (AFBC)





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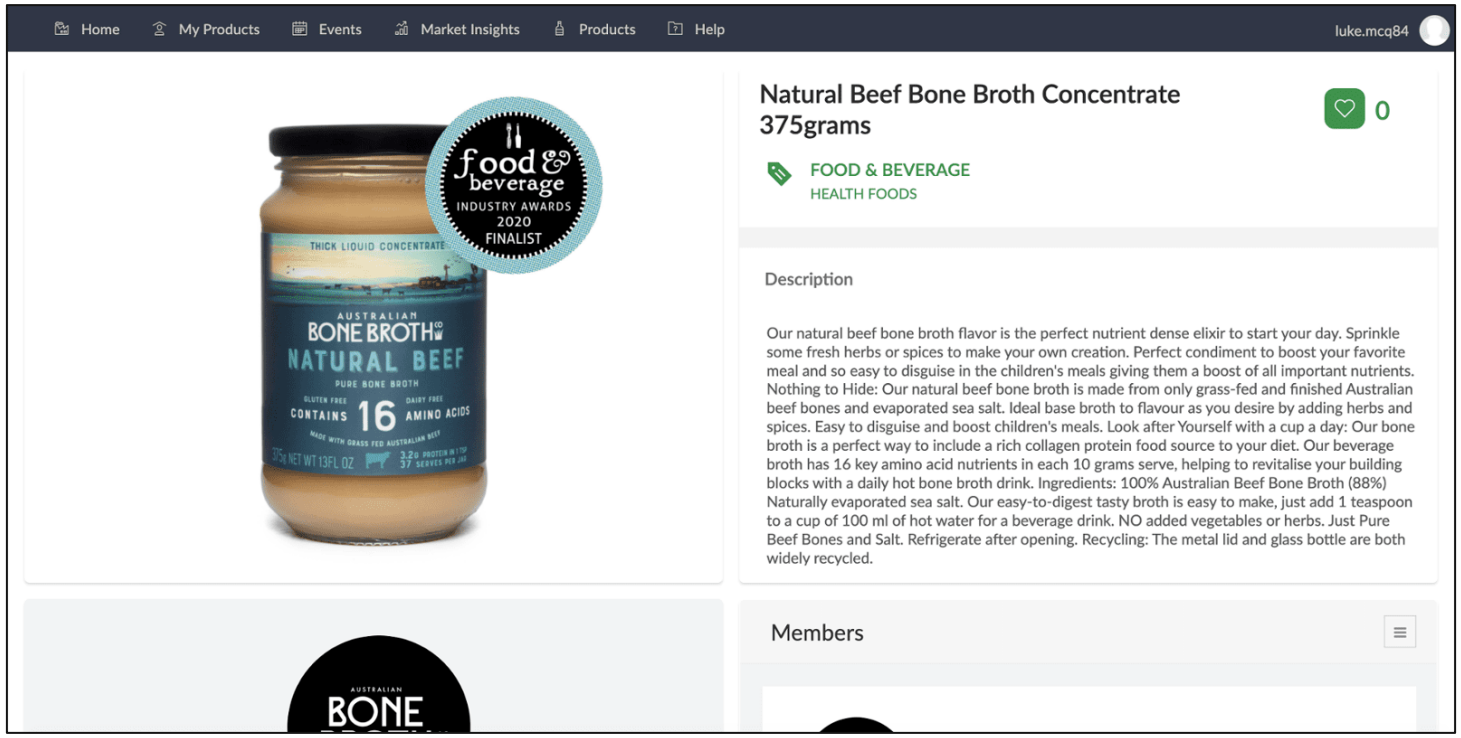
AFBC Supplier Features: Showcasing Products



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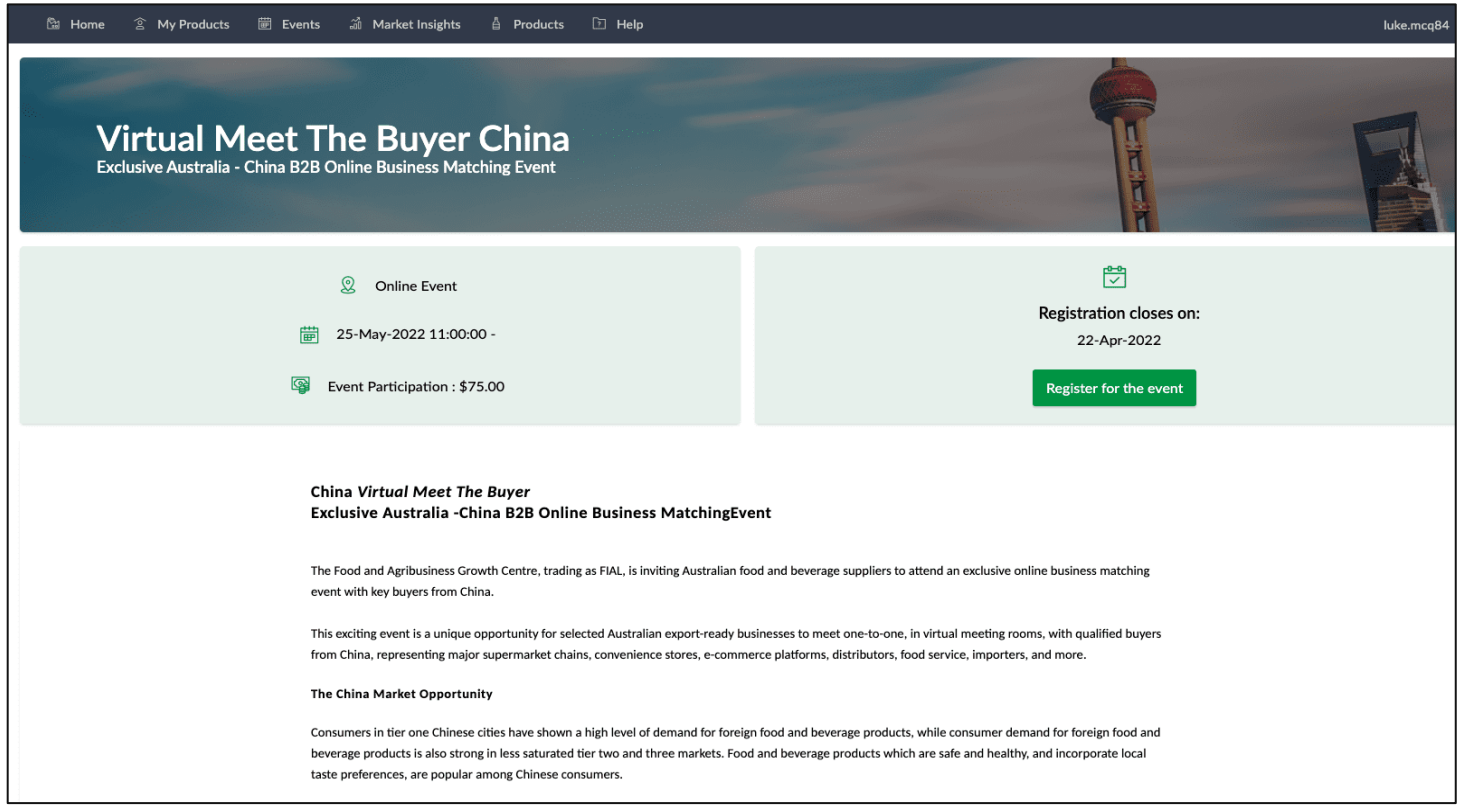
AFBC Supplier Features: Access Exclusive Events



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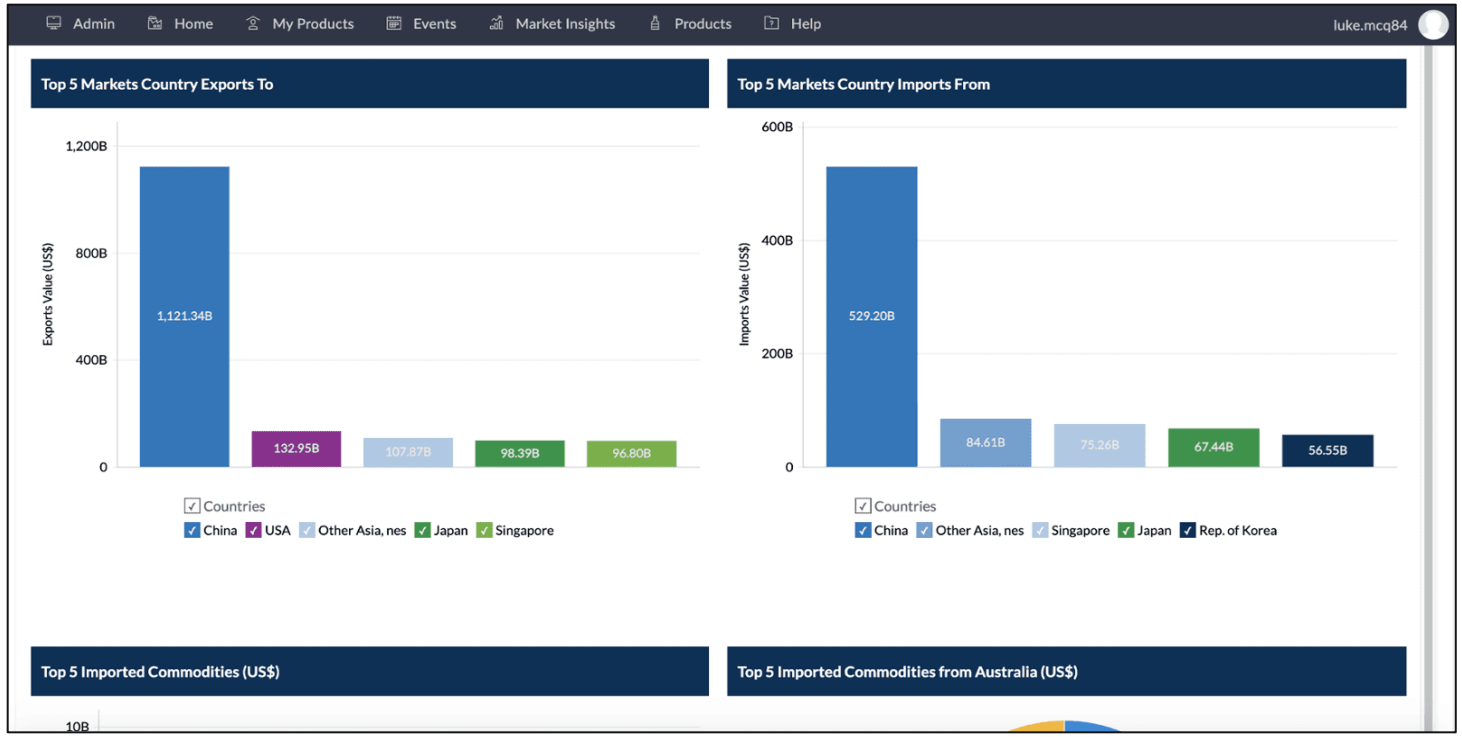
AFBC Supplier Features: Market Reports



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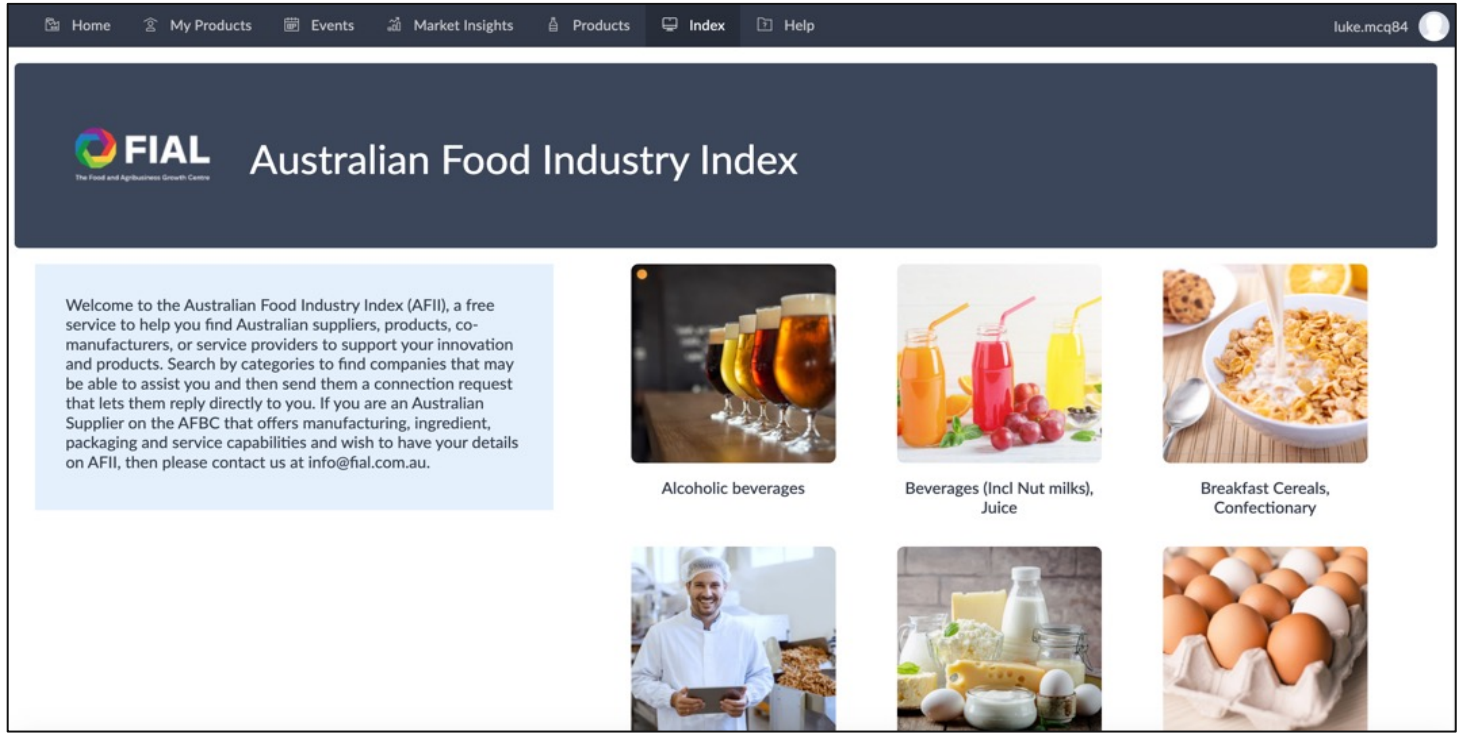
AFBC Supplier Features: Service Providers



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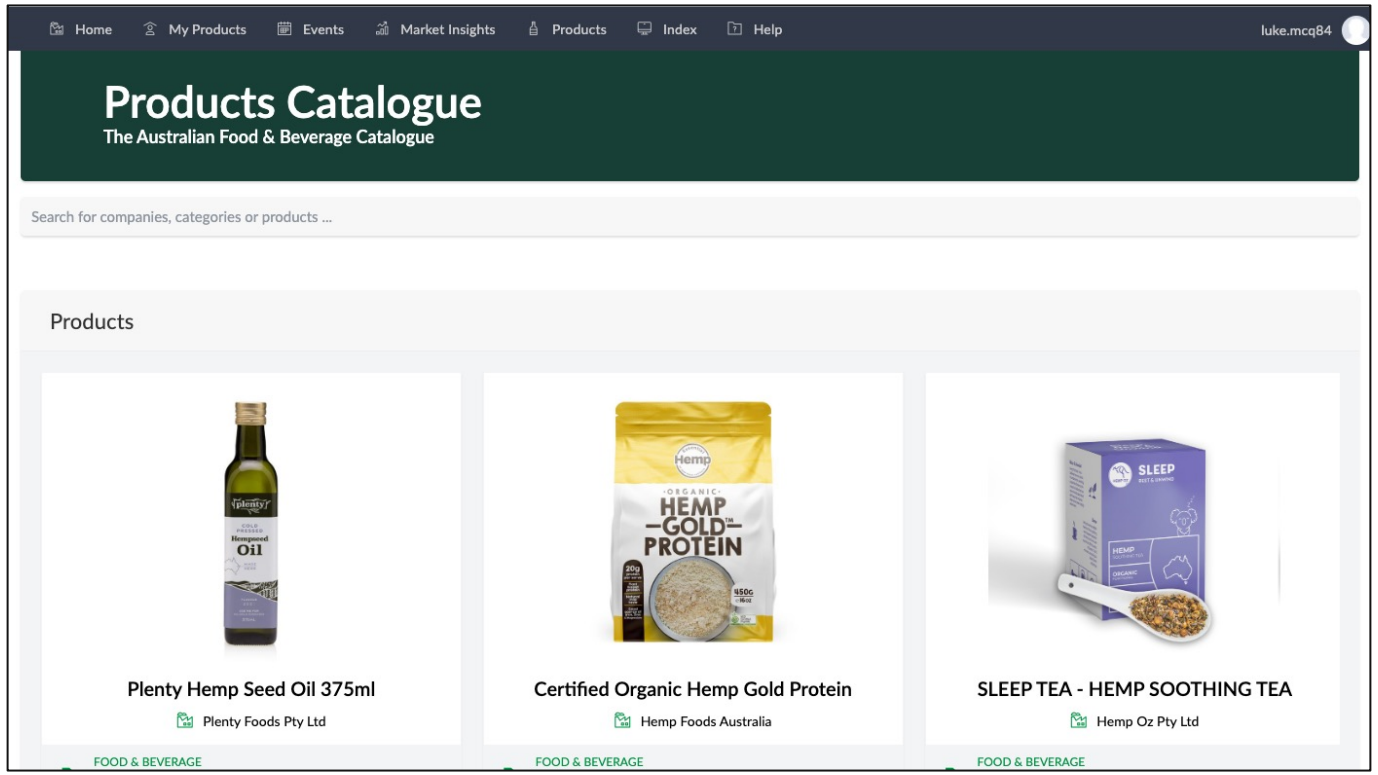
AFBC Buyer Features: Browse and Connect



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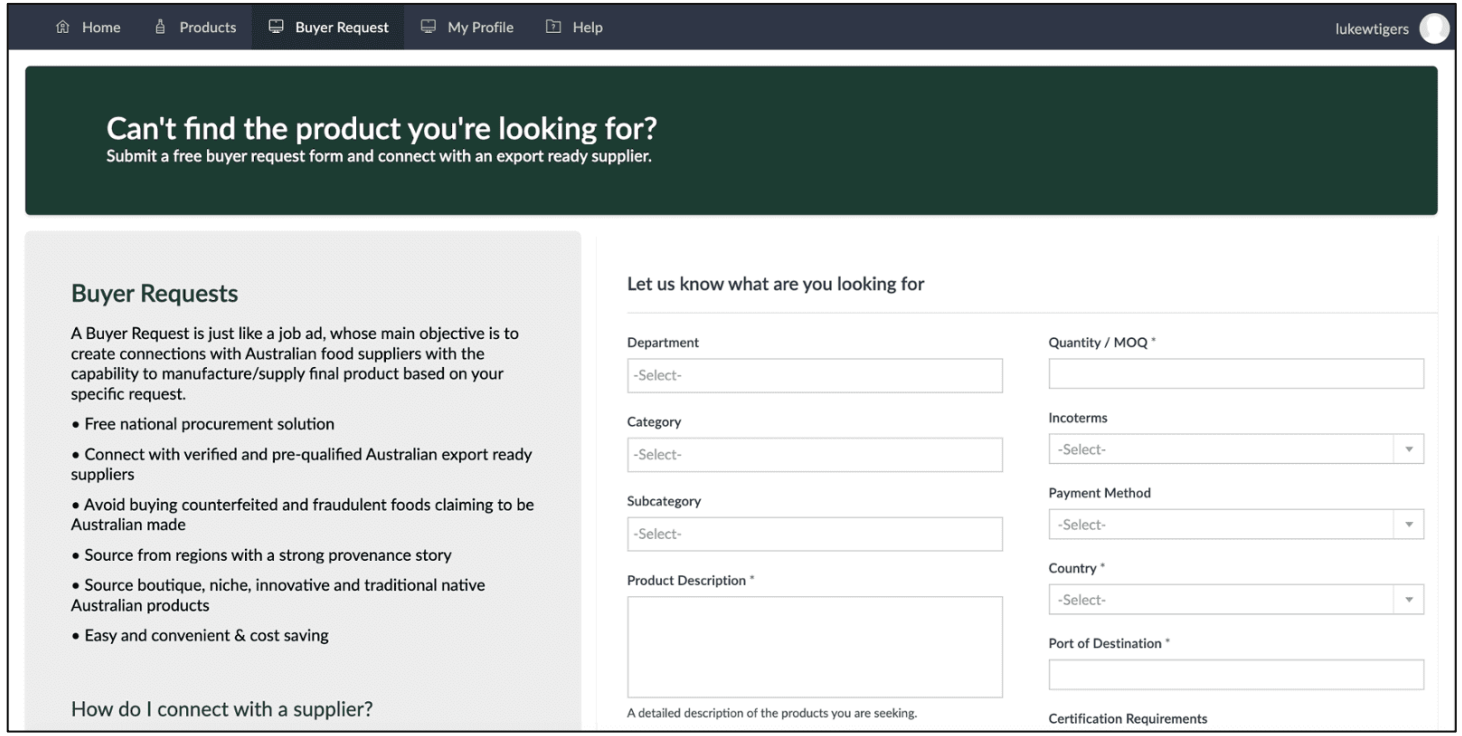
AFBC Buyer Features: Buyer Request



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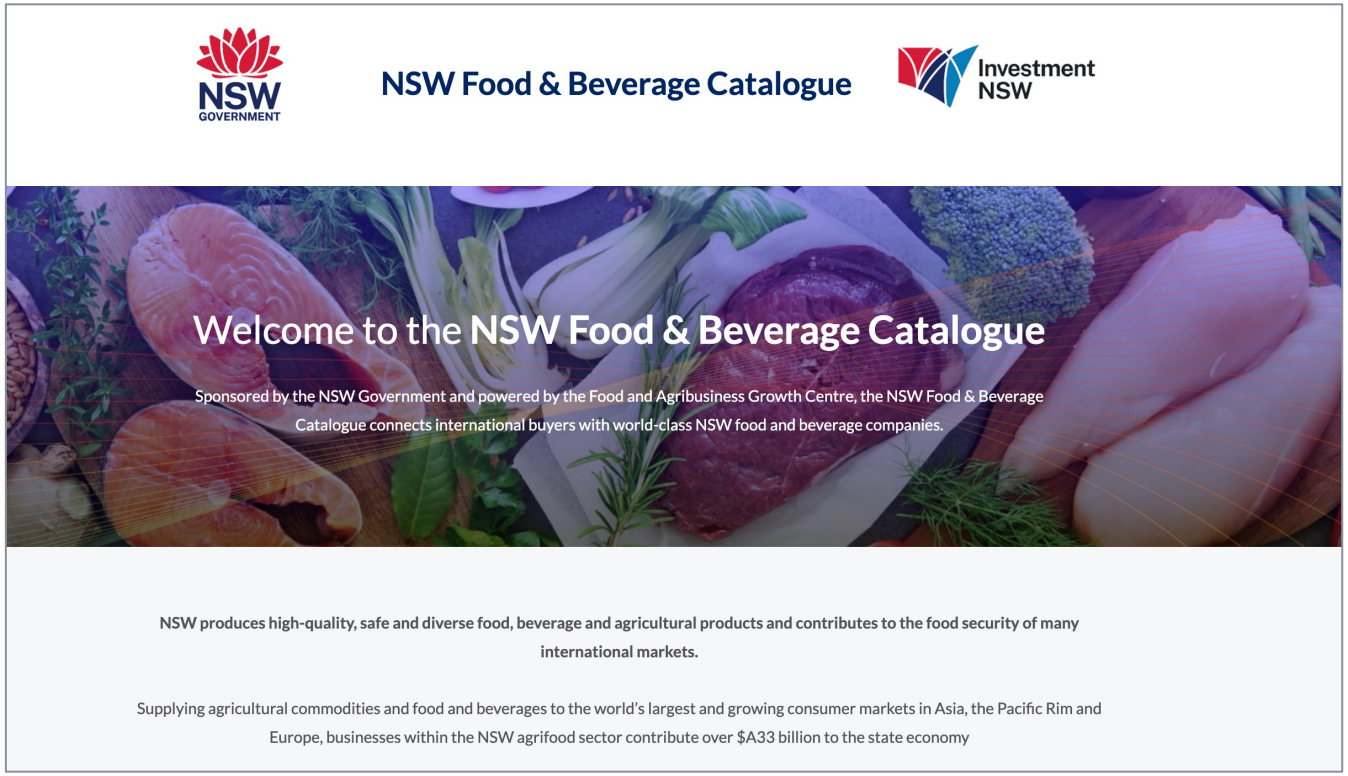
State-based landing pages



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FIAL's *Virtual Meet the Buyer*

KEY STATISTICS*

TOTAL NUMBER OF EVENTS HELD	TOTAL NUMBER OF PARTICIPATING SUPPLIERS
18	449

TOTAL NUMBER OF PARTICIPATING BUYERS	NUMBER OF MEETINGS
338	1,207

* As of April 2022

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Market readiness: webinars

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Australia
機會無限
Taste Australia
Morlife
Woolworths
FHC CHINA
ABA
BEER AWARDS

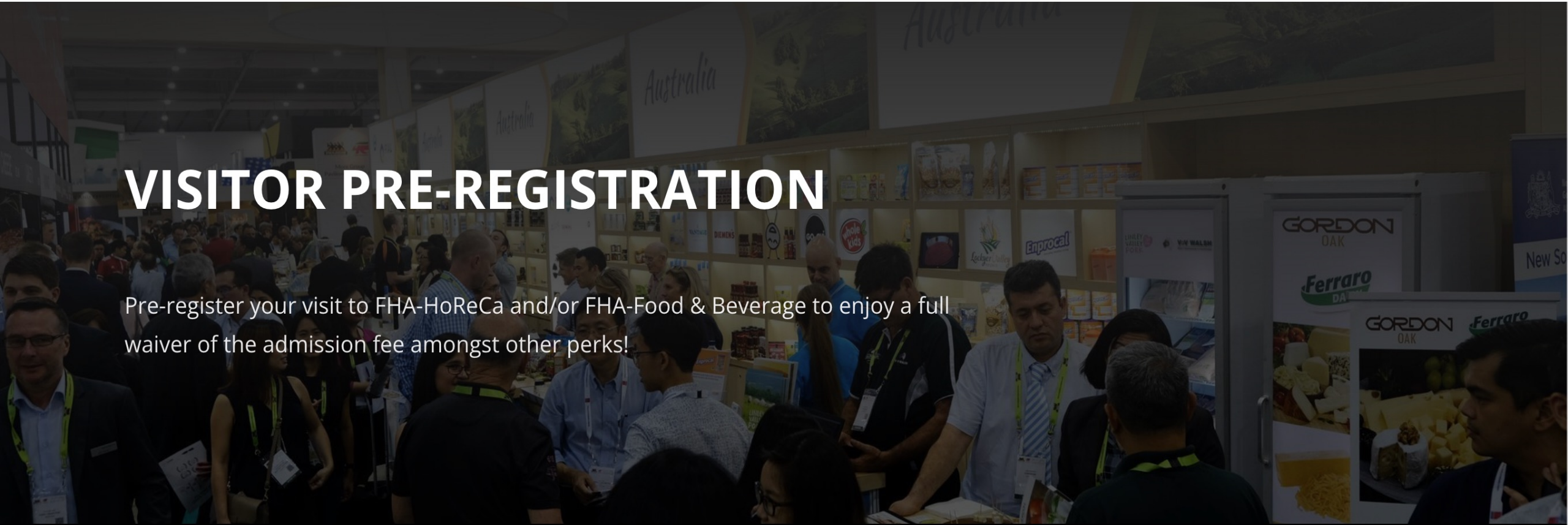
TRADE SHOWS

Trade shows – Food Hotel ASIA

FHA FOOD & BEVERAGE 05 TO 08 SEP 2022 SINGAPORE EXPO

FHA HoReCa 25 TO 28 OCT 2022 SINGAPORE EXPO

Have a question



VISITOR PRE-REGISTRATION

Pre-register your visit to FHA-HoReCa and/or FHA-Food & Beverage to enjoy a full waiver of the admission fee amongst other perks!

Inbound and Outbound missions

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Australian Government

Department of Industry, Science, Energy and Resources

Industry Growth Centres

Contact: info@fial.com.au or visit www.fial.com.au