

China dairy industry: Dairy farming, dairy processing

Opportunities for Australian companies

WEBINAR

20th April, 2016



Australian Government
Australian Trade Commission



AGENDA

Introduction

Green Yang, Senior Trade Advisor, Melbourne

Opportunities in China

**David Colson, dairy veterinary & Training,
(Peter Best, dairy farm management consultant)
ADFMTA, Australian Dairy Farm Management &
Technology Association**

Business model in China

**Mr Peter Si, China General Manager, ADFMTA,
Australian Dairy Farm Management &
Technology Association**

(Interpretation: Green Yang)

Dairy Exhibition China 2016

**Yuling Zhang,
Senior Business Development Manager, China**

Q&A

Open House

Introduction

Green Yang
Senior Trade Advisor
Australia Dairy Initiative Sector Leader
Austrade Melbourne

Introduction

- Austrade's dairy initiative in China
- Why? What are the competitors are doing?

Opportunities in China

David Colson, the Vet Group
Peter Best, Innovative Farm Services
Founders of the ADFMTA,
Australian Dairy Farm Management & Technology Association

Opportunities in China

Live cattle, genetics, feeds, consultant services, R&D, and trainings.

- Sino-Australia Demonstration Dairy Farm (efficient operation, high productivity, environmental friendly)
- Quality breeding and productivity
- Digital farming and efficient management
- Animal health and disease diagnosis and treatment
- Milk quality management
- Optimized feed resources and nutrition solutions
- Sino-Australian Dairy Technology College
- Sino-Australian Junlebao Dairy R & D center with the focus on the development of infant formula milk powder.

Opportunities in China

Peter Si, Natural Resources Pty Ltd
Founder and China General Manager of the ADFMTA,
Australian Dairy Farm Management & Technology Association

Business Model in China

- A transparent platform bridging by ADFMTA with Australian exporters, services providers and Heibei Dairy Association and their members.
- Engage China opportunities at a very early stage, evolve the needs into specific opportunities for Australia.
- Develop competitive delivery from Australia and make it a sustainable business with China for Australian companies via strategic partnership.

Dairy Exhibition China 2016 – a brief

Yuling Zhang
Senior Business Development Manager
China Dairy Initiative Project Leader
Austrade, Guangzhou

Benefits of participation

- Stand out as part of the **Australian National Pavilion** and be part of the strong team of **Australia dairy consortium** to pursue opportunities from local governments and industry leaders;
- Increase awareness of your company in the market and promote your business strategy;
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- Develop an up-to-date, in-depth understanding of the dynamic and fast growing dairy industry in China;
- Establish new partnerships, strengthen existing ones and demonstrate your support of local customers.
- Develop business opportunities with China's major dairy farmers, manufacturers, distributors, government officials and researchers at the pavilion, investment seminar, site visit and networking events.

Itinerary – Dairy Exhibition China 2016

Date	Details
Wednesday 1 June	<ul style="list-style-type: none"> • Arrive in Qingdao, Shandong Province • Booth set-up and decoration (optional)
Thursday 2 June	<ul style="list-style-type: none"> • China Dairy Exhibition 2016 (9.00 – 17.00) • 8:30 - 10:10: China Dairy Conference 2016 (each company will have one complimentary ticket provided by Dairy Association of China)
Friday 3 June	<ul style="list-style-type: none"> • China Dairy Exhibition 2016 (9.00 – 17.00) • AM: Australian Dairy Technology, Service and Investment Seminar (organised by Austrade).
Saturday 4 June	<ul style="list-style-type: none"> • AM: China Dairy Exhibition 2016 (9.00 – 14.00) • PM: Dismantlement of the stand (14.00 – 17.00)
Sunday 5 June	<ul style="list-style-type: none"> • AM: Morning flight from Qingdao to Shijiazhuang – MU5253 08:25-09:45 • PM: Dairy farm site visits in Shijiazhuang
Monday 6 June	<ul style="list-style-type: none"> • China Australia Dairy Cooperation Workshop + business match meetings

Contacts for more information

Australia

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China

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