

## **Hon David Ridgway MLC** Minister for Trade, Tourism and Investment

Monday 5 November 2018

### **South Australia takes its products to the world at China International Import Expo**

Some of South Australia's finest produce and leading service providers will be on show this week as 22 local businesses and industry groups head to Shanghai to take part in the China International Import Expo (CIIE) – the largest trade event ever to be held in that country.

Minister for Trade, Tourism and Investment David Ridgway is joining the South Australian delegation as part of his week-long visit to China.

The CIIE is co-hosted by the Chinese Ministry of Commerce and the Shanghai Municipal People's Government. More than 2,800 exhibitors from over 130 countries and regions will exhibit to an estimated 150,000 buyers.

Minister Ridgway said he was looking forward to showcasing the great products and services South Australia has to offer and building on the state's business and cultural engagement with China.

"We have a number of leading South Australian food and wine companies joining us at the expo including Thomas Foods, Beston Global and Wines by Geoff Hardy," said Minister Ridgway.

"We will also be joined by a range of other stakeholders with a critical interest in deepening the China-South Australia relationship, including industry groups such as Food SA, tertiary institutions including the University of Adelaide and the Port Adelaide Football Club"

Minister Ridgway said that eight of the 22 local companies are also taking part in the Bank of China business matching program as part of the expo.

"A strong economic future for South Australia depends on growing exports and making it easier for international partners to do business with us, so expos like the CIIE are an important way we can connect with international buyers and boost SA exports," said Minister Ridgway.

"China represents one of South Australia's most comprehensive international relationships, underpinned by our 32-year Sister-State relationship and our existing trade and investment office in Shandong Province."

Minister Ridgway will also be opening South Australia's new Shanghai office which is part of the Marshall Liberal Government's \$12.8 million election commitment to open five new, overseas offices.

"China's growing middle class and intensive urbanisation is driving demand for more sophisticated services, providing opportunities to diversify our trade relationship and to take advantage of South Australia's strengths in food, wine, agriculture, tourism and education."