



VIDEO-CONFERENCE SEMINAR: FOOD AND AGRICULTURE OPPORTUNITIES IN KOREA

This video-conference seminar will offer targeted, insightful and practical business perspectives on opportunities and challenges between Australia and Korea in the Food and Agribusiness sector. This is the first of a series of three video-conferences. The other two video-conferences will be held later in the year on financial services and infrastructure, energy and resources opportunities with Korea.



DISCUSSION MODERATOR

Rod Commerford
Counsellor & Trade Commissioner
AUSTRALDE SEOUL



Marie Piccone, Managing Director and owner of Manbulloo Ltd.

Manbulloo produces mangoes in four locations in the Northern Territory and North Queensland and is the largest producer of Kensington Pride mangoes in Australia. Marie has more recently been recognized for her achievements and won the 2015 Telstra Women's Award for National Entrepreneur of the Year and was inducted into the Her Business Australian Hall of Fame 2017.



David Mumford, Sales and Marketing Director, RBK Nutraceuticals

David Mumford is the Sales & Marketing Director for RBK Nutraceuticals and over the past twenty years has been responsible for the sales growth, brand development and export strategy for RBK's brands of natural health supplements. RBK's main export market is Korea and David has spent many years developing relationships with major retailers such as Costco Korea, Lotte Department Stores, Lotte Duty Free and both Korean Air and Asiana Duty Free among many others. During this time, David has developed an appreciation for the fast moving and dynamic market in Korea while enjoying the cultural nuances and the Korean way of doing business.



Charlie Ko, Country Manager, Meat & Livestock Australia

Charlie Ko is a Country Manager for Meat & Livestock Australia (MLA) in Korea. MLA is a producer-owned company that provides Research & Development and Marketing services to the Australian red meat industry. MLA Korea is responsible for promoting clean and safe Australian Beef and Lamb to the Korean market and conducts various marketing activities to help encourage red meat consumption. In particular, MLA Korea contributes to the development of overall beef consumption by engaging in a series of consumer marketing activities that seek to entice consumers to eat beef, such as providing information on beef nutrition, conducting innovative marketing campaigns in association with retail and foodservice partners.



Hiro Tejima, Head of Market - Asia Pacific, Wine Australia

Hiro is the Head of Market - Asia Pacific for Wine Australia. Hiro is responsible for Wine Australia's marketing and educational programme in key Greater Asia markets, including South Korea, one of Wine Australia's focus markets due to KAFTA. During his tenure at Wine Australia, Hiro has introduced a number of new initiatives to the Korean wine trade and media audience and have hosted a number of thought-leading seminars and tastings across Asia Pacific.

DATE
10 May 2017

TIME
3.30pm for 3.45pm start
Concluding at 5.00pm

COST
Free, register by COB 8 May 2017

VIDEO-CONFERENCE LOCATIONS

AUSTRALIA - Macquarie Offices
Sydney
Level 11, 50 Martin Place
Sydney, NSW 2000

Brisbane
Level 6-7, 825 Ann Street
Fortitude Valley, QLD 4006

Adelaide
151 Pirie Street
Adelaide, SA 5000

Perth
235 St Georges Terrace
Perth, WA 6000

Melbourne
101 Collins Street
Melbourne, VIC 3000

KOREA - Macquarie Offices
Seoul
3rd floor, Hanwha building
109 Sogong-ro, Jung-gu
Seoul

REGISTER

online akbc.com.au/food-agri

Background reading: Food and beverage market entry guide (Korea), written by Austrade - akbc.com.au/kafta-fbg