



## HOFEX – Hong Kong, May 6-9, 2009

Summary	<p>HOFEX, held in Hong Kong each alternate year, is one of the largest food and hospitality events in the Asia Pacific region. It is a dedicated event providing exhibitors unrivalled market exposure to showcase their products and services.</p> <p>Austrade/TradeStart invites you to participate in a shared booth promoting products from the region.</p>
Why	<p>Participating in a tradeshow offers opportunities for:</p> <ul style="list-style-type: none"> <li>• Understanding of buyer/importer needs in the market,</li> <li>• Awareness of wholesale and retail market conditions,</li> <li>• Exposure to global trends and opportunities for Australian producers, and</li> <li>• Creation of contacts.</li> </ul>
Who	<p>HOFEX is particularly suited to fresh and packaged foods and beverages suitable for display at a major international food show.</p>
When/ Where	<p>Set up day – Tuesday May 5, 2009          Exhibit days – Wednesday May 6 to Saturday May 9, 2009</p>
What	<p>Austrade briefing – an introduction to the Hong Kong market          Networking activities with importers and agents          Participate in HOFEX – four day international trade event</p>
How Much	<p><i>Option 1 – Attend in Person</i>          Share of stand with other exhibitors - \$1,500</p> <p><i>Option 2 - Virtual participation</i>          If you are unable to attend in person, have your product displayed and promoted on your behalf - \$500</p> <p>Additional costs, not included above are:</p> <ul style="list-style-type: none"> <li>• Airfares, accommodation and travel insurance</li> <li>• Promotional Materials</li> <li>• Freight of Samples (although freight will be consolidated to reduce costs)</li> <li>• Meals, personal and incidental expenses</li> </ul>
Essentials	<p>Passport – With a minimum of 6 months to expiry          Visas – None required          Vaccinations – None required, but check with your doctor.</p>



## REGISTRATION

**Please complete and fax to 03 5021 0022**

Yes, I would like to attend

I am unable to attend but I would like to be a virtual participant

Contact Name:

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Company:

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Address:

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State:

Post Code:

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Phone:

Fax:

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Mobile:

Email:

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Description of product:

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*As display booths must be paid in advance, your application will only be confirmed by payment of a non-refundable, 50% deposit with your registration. Balance payable by Friday, 3 April 2009.*

**Application deadline: Friday, 30 Jan 2009**

Display stands, bookings and payments are being administered by Blueprint Consulting.

Please send payments to:

Blueprint Consulting Services Pty Ltd  
PO Box 2244 Mildura, Vic 3502

or

Electronic Funds Transfer:

National Australia Bank  
BSB: 083 764  
Acc: 68887 5955

For More information:

Phone: 03 5021 0911

Email: [Craig@Blueprintconsulting.com.au](mailto:Craig@Blueprintconsulting.com.au)