



ACCESSHONGKONG

SEPTEMBER 2017

Access Hong Kong Event Program

3 -7 September 2017



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 **FLA** Food Leaders
AUSTRALIA
an initiative of TSBE
EXPORT INNOVATION OPPORTUNITIES

 **TSBE**
Toowoomba and
Surat Basin Enterprise

WELCOME ABOARD ACCESS HONG KONG

Join us as we embark on a journey from Brisbane West Wellcamp Airport to Hong Kong, Asia's world city and a hub for international business, trade, tourism and investment.

We're proud to announce Access Hong Kong will be flown by Qantas, as the delegation again shares a journey of business innovation and interaction with the Asian market.

Access Hong Kong builds on the connectivity our region already shares with Hong Kong, via our weekly freight flight out of the airport, capable of carrying 136 tonnes of produce and products.

A city with a creative entrepreneurial spirit that drives a thriving region, Hong Kong is a mix of the cosmopolitan, the high tech and cutting edge industries.

Hong Kong places itself as the gateway to China and Asia, and this trip is taking our agriculture & food, energy & resources, logistics and education cohorts direct to their potential future markets and opportunities.

Feedback from AccessChina'16 has helped TSBE and FLA shape this year's offering, with an increased focus on business matching, site visits, conference speakers, and of course, networking.

Following last year's successful model, the Hong Kong flight is intended to leave Wellcamp Airport on the "Queen of the skies", a Qantas, B747-400, subject to government and regulatory approvals.

We look forward to seeing you at the airport prior to boarding.



**TSBE Executive Chairman
Shane Charles**

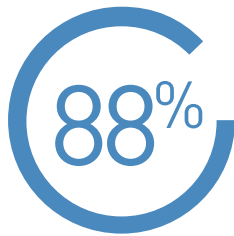


**Food Leaders Australia CEO
Ben Lyons**

ACCESSCHINA'16 BY THE NUMBERS



of delegates surveyed would recommend the trip to others



88% would attend another trip

\$350
MILLION

in potential revenue for businesses on the trip

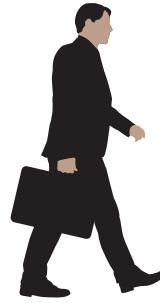


took off from Brisbane West Wellcamp Airport on the Qantas A330



45

keynote speakers at the full day conference



9

site tours

VALUE

200

news articles written



>3M

circulation



60,000

words written



\$1M

advertising value



EVENT OVERVIEW

SUNDAY - 3 SEPTEMBER 2017

- AM** Welcome event at Brisbane West Wellcamp Airport followed by an exclusive flight direct from Wellcamp to Hong Kong International Airport
- PM** Bus transfer from airport to The Park Lane Hong Kong a Pullman Hotel, Causeway Bay, Hong Kong

MONDAY - 4 SEPTEMBER 2017

- AM** Buffet breakfast at hotel followed by full day conference in Park Lane Room, Pullman Hotel

CONFERENCE PROGRAM

9.00am Registration

9.30am Welcome

Speaker - TSBE Welcome

Speaker - TBC - HK Government Representative

Speaker - TBC - Aust Government Representative

Speaker - Sam Guthrie - Austrade, Senior Trade Commissioner of Hong Kong & Macau

Trends in Asia and the Hong Kong opportunity for Australian businesses

Speaker - Prof. Richard Petty - Chairman of Austcham Hong Kong & Macau and Executive Director International Macquarie University

Investment: Utilising Hong Kong as a deal making centre

10.45am MORNING TEA

11.15am LOGISTICS: The vital link to Asian business success

Speaker - Annie Meyer - Transtar International Freight, Group Board Director and Asia CEO*

Experiences in Asia: taking a Melbourne-based freight company global

Speaker - Spencer Fung - Li & Fung, CEO*

Global Supply Chain and Innovation

Speaker - Craig Bowyer - Operations Director Swire Pacific Cold Storage*

Latest developments in Asia Cold Chain logistics

Panel Discussion: Logistics as the vital link

Additional Panel speakers to be confirmed

12.30pm LUNCH

1.30pm BRANDING: For the Asian Market

Speaker - TENcent (WeChat)*

WeChat, the world's ultimate social media app as platform for business

Speaker - Mark Heap - Mediacom, APAC CEO *

Latest media trends in selling and branding your business and product in the Asian market

Speaker - David Porter, Unilever, Vice President Global Media Asia, Africa, Middle East, Turkey, Russia *

Managing brands in a disrupted media world

Panel Discussion: Branding & Marketing for the Asian Market

Darren Burns - Webber Shandwick *

Additional Panel speakers to be confirmed

3.00pm AFTERNOON TEA

3.30pm HONG KONG: The importance of HK as a business hub

Speaker - Patrick Vizzone - NAB, Head of Institutional Banking

Food & agribusiness in Asia, finance and strategy

Speaker - Loren Zhao - Fruit Day, Co-Founder *

Fruitday won the Asia Fruit Logistica Marketing Campaign of the Year Award in 2016. Fruitday is a Shanghai-based company that utilises eCommerce to deliver fresh fruit around China.

Speaker - John Furner - SAM'S CLUB (Walmart China), President and CEO *

Moving packaged food and perishables in Asia. SAM'S CLUB CHINA won the Produce Retailer of the Year Award in 2016. The Walmart-owned warehouse club has carved out a niche in the Chinese retail market, servicing the needs of the country's high-end consumers.

Panel Discussion: HK as a business hub

Clayton Hebbard - Chairman, ClasG Hong Kong Limited (Hong Kong) *

Mark Jolly - Business Development Manager Asia, Little Creatures *

Additional Panel speakers to be confirmed

5.00pm CONFERENCE CLOSE

- PM** Cocktail Function at The Rooftop Garden, Pullman Hotel

* speakers have been invited and are subject to change

EVENT OVERVIEW

TUESDAY - 5 SEPTEMBER 2017

- AM** **Workshop – Pitching to investors & how to raise capital, Pullman Hotel**
In preparation for the business matching sessions, delegates will be given the opportunity to attend a workshop on how to pitch to Asian investors/customers and how to approach capital raising
- Business Matching, Pullman Hotel**
Business matching on Access Hong Kong will be a co-ordinated event for delegates. Each delegate will be stationed at their own individual table within the conference space with signage and ample room for any collateral, products and gifts. Potential investors/customers can approach each delegate and sit and discuss their product and/or service.
- PM** **SITE TOURS**
SF Express, Hong Kong
Cathay Pacific Cargo Terminal, Hong Kong International Airport
*All site tours are an indication only, and are subject to change based on availability

Free Evening

WEDNESDAY - 6 SEPTEMBER 2017

- AM** **SITE TOURS**
Wholesale Market, Hong Kong
Vegetable Marketing Organisation, Kowloon
Sea Port, Kowloon
*All site tours are an indication only, and are subject to change based on availability
More site tour locations to be released as we work with Hong Kong Trade and Development, Austrade, Trade Investment Queensland and Hong Kong Tourism
- PM** Horse Racing under lights at the Happy Valley Racecourse, Private Box

THURSDAY - 7 SEPTEMBER 2017

- AM** **OPTIONAL SITE TOURS**
Asia Fruit Logistica Conference (THU & FRI)
Location: Asia World Expo
10.00 - 17.00 each day
600 exhibitors from 40 countries from across the fresh produce supply chain (exporters, importers, retailers, growers, packaging, grading, technical, seeds and crop care, marketers and government). 10,000 produce buyers from over 70 countries attend.
(additional costs apply)
Macau (additional costs apply)
Experience the former Portugese colony with its unique mix of old Europe meets modern Asia
- PM** Group one departs to Brisbane, bus transfer from Brisbane to Toowoomba (overnight flight)

FRIDAY - 8 SEPTEMBER 2017

- AM** **OPTIONAL SITE TOURS**
Asia Fruit Logistica Conference
(additional costs apply)
- PM** Group two departs to Brisbane, bus transfer from Brisbane to Toowoomba (overnight flight)

SATURDAY - 9 SEPTEMBER 2017

- AM** **Free Day**
- PM** **Free Evening**

SUNDAY - 10 SEPTEMBER 2017

- AM** **Free Day**
- PM** Group three departs to Brisbane, bus transfer from Brisbane to Toowoomba (overnight flight)

YOUR 5 STAR EXPERIENCE WILL INCLUDE:

- 5 star accommodation at The Park Lane Hong Kong a Pullman Hotel
- Breakfast included daily
- Seat on the exclusive international flight from Toowoomba to Hong Kong
- Flexible return flights to Brisbane (inc bus transfer to Toowoomba)
- Hotel transfers
- Full day conference featuring world class speakers
- Unparalleled access to Hong Kong business leaders throughout the program
- Tailored business matching
- Site tours providing backstage access to some of Hong Kong's most exciting companies
- Access to exclusive networking events.

PRICE

Early bird price valid until Sunday 30 April 2017 (unless sold out)

ECONOMY

(270 Economy seats available)

Member price.....	\$7,240	\$6,750
Non-member price	\$8,240	\$7,750

PREMIUM ECONOMY

(36 Premium Economy available, economy ticket return)

Member price.....	\$7,990	\$7,500
Non-member price	\$8,990	\$8,500

BUSINESS

(58 Business seats available)

Member price.....	\$14,490	\$13,990
Non-member price	\$15,490	\$14,990

TO BOOK VISIT: www.tsbe.com.au

Conditions apply.

