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Search: Go



News

VII World Avocado Congress Hits the Web - 26/07/2010

[Full News List](#)

Avocados Australia is proud to announce the launch of the VII World Avocado Congress 2011 website: www.worldavocadocongress2011.com

The VII World Avocado Congress 2011 will be held at the Cairns Convention Centre in Cairns, Australia from the 4-9 September 2011. An event held every four years, the Congress is a rare opportunity for the world-wide avocado industry to come together to share and learn everything there is to know about avocados.

The website is a resource for potential delegates, exhibitors and sponsors of the Congress to register their interest and receive up-to-date information about Congress activities, view the preliminary schedule, and access general information about Australia and Cairns.

"One of the great opportunities that the World Congress allows is the exchange of information between the Spanish and English speaking avocado world" explains Mr Antony Allen, President Elect of the International Avocado Society and CEO of Avocados Australia, "Everyone comes together, researchers, growers and marketers, all attend in large numbers."

"This website, which is available in English and Spanish, is set to become a significant tool for communicating and keeping visitors updated about the most important event in the avocado industry" commented Miss Nataly Rubio, Congress Co-ordinator.

"Dynamic and easy to navigate, the website will give the opportunity to visitors to know all about the Congress and their visit to Australia" said Miss Rubio.

More than 1000 avocado growers, wholesalers, food service suppliers, market traders, retail and government representatives from across 15 countries are expected to attend the Congress in September 2011.

The Congress offers delegates the chance to hear expert insights on the latest techniques for growing; learn about the newest trends in avocado marketing; and listen to up-to-date information about how issues, such as the state of the economy and climate change, will impact the future of the avocado industry.

The Congress program will also allow delegates the time and opportunity to take advantage of global networking opportunities; to strengthen old relationships and establish new connections within the industry.

The World Avocado Congress 2011 website also offers information about flights and fun activities in Cairns. Cairns is the gateway to far north Queensland and the Great Barrier Reef, offering world heritage rainforests and an abundance of natural wonders. Delegates can enjoy interesting and varied shopping, 5-star accommodation, spectacular dining, cruises and tour attractions.

"We are very excited to be hosting this event in Cairns, we are busy organising and it is shaping up to be an unforgettable event" said Ms Rubio.



The VII World Avocado Congress will be held in beautiful Cairns, Queensland.

Registration, accommodation, sponsorship and exhibition information will be available on the website in the coming weeks. For more information about the VII World Avocado Congress 2011 please visit www.worldavocadocongress2011.com

For inquiries or further comment please contact:

Nataly Rubio – Congress Co-ordinator & International Communications Officer, Avocados Australia
P: 07 3846 6566, M: 0488 111 443, E: congress@avocado.org.au, Skype User: congreso2011

Antony Allen - CEO, Avocados Australia
M: 0438 132 477, E: ceo@avocado.org.au

Courtney Vane - Communications Officer, Avocados Australia
P: 07 3846 6566, M: 0488 384 222, E: co@avocado.org.au

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Avocados Australia Limited is the Peak Industry Body in Australia for Avocados. We are a "not for profit" membership based organisation. Our members are Avocado growers along with associated businesses and industry people.

Avocados Australia seeks to work with all parts of the chain from production through to the consumer. By working together we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers. As part of this continual improvement we guide a "research & development" and "marketing and promotion" program for the Australian Avocado industry.

The Australian Avocado industry comprises 1100 growers across the country and produces 49,500 tonnes of Avocados each year worth \$AUD180 million at farm gate and \$430 million at retail level. Key growing areas are North, Central and Southeast Queensland, Northern and Central New South Wales, the Sunraysia or Tristate area (South Australia, Victoria and South Western New South Wales) and Western Australia.

For more information Media Resources or Avocado News or contact Avocados Australia at ceo@avocado.org.au

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