

AVOCADO EXPORT REGIONAL FORUM

WESTERN AUSTRALIA

TUESDAY 10 MAY 2022

BOOK NOW

Time: 8:30 am – 15.10 pm (AWST)

Venue: Power Up Electricity Museum, 151 Giblett St, Manjimup WA 6258, Manjimup WA

RSVP by: 2 May 2022 via Trybooking: <https://www.trybooking.com/BYJWE>

Time	Topic	Presenter
8.00-8.30	Registration	
8.30-8.50	Welcome	Avocados Australia Chairman - Brad Rodgers
	Export overview and market access update	Avocados Australia CEO - John Tyas
8.50-9.30	WA avocado exports and market insights	DPIRD - Ariel Yesberg Austrade (Hong Kong) – Ms Shannon Powell & Jennifer Kwong JTSI (Singapore and Malaysia) – Krista Dunstan & Cathy Kng, JTSI JTSI (Japan) – Nicole Fasana & Yujun Ichikawa
9.30 – 10.00 am	Panel discussion	Avocados Australia - John Tyas and Flora Zhang DPIRD - Ariel Yesberg Overseas presenters
10.00 – 10.30	Case study – Australian table grape export journey	Avocados Australia - Flora Zhang
10.30-11.00	Export marketing plans for 2022 and Consumer research USP	Hort Innovation
11.00-11:15 morning tea		
11.15 -11.35	Avocado export supply chain and quality monitoring	QDAF - Noel Ainsworth
11.35 – 12.20	Future avocado export directions	Open to the room
12.20-13.00 Lunch		
13.00-13.30	Japan registration process	Avocados Australia - John Tyas
13.30-14.30	Learnings from the 21/22 season and preparing for the 22/23 season	DAWE & Japan MAFF
14.30-15.00	Japan online registration system	Australian Table Grapes Association - Jeff Scott
15.00-15.10	Evaluation survey	
15.10pm	Close	



Department of
Primary Industries and
Regional Development

**Hort
Innovation**
Strategic levy investment

**AVOCADO
FUND**



This event is part of the strategic levy investment project *Avocado market access and trade development* (AV20004). This project has been funded by Hort Innovation, using the Hort Innovation avocado research and development levy. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.