



## CHINA: MAY 20 – JUNE 2 FESTIVAL OF AUSTRALIA

A program of consumer activation, business and networking events across **ten** cities in China highlighting **Australian premium food and beverage, health care, innovation, education, investment, culture, tourism & sports**, leveraging digital platforms and media to maximise impact.

### ABOUT THIS CAMPAIGN

- Festival of Australia is a two-week program of events and activities in China coordinated by Austrade, and partnering with industry bodies including Wine Australia, Meat & Livestock Australia, Dairy Australia plus DFAT, Australia-China Chambers of Commerce, AFL and State Governments. The program includes:
  - › Consumer facing events to promote existing Australian F&B and consumer goods, and build awareness of *Premium Australia*
  - › Business and networking opportunities with regional buyers and allies to highlight Australian products and services, and promote ChAFTA benefits
  - › Sports and cultural activities including the 3<sup>rd</sup> AFL China match
- The impact and reach of the *Festival* will be amplified through a coordinated media, digital marketing and online promotional campaign including:
  - › podcasts, tv and video content leveraging key opinion leaders and sports influencers
  - › digital event promotion to reach prospective buyers, investors and business partners across China
  - › consumer and alumni engagement through competitions showcasing Australian lifestyle, health and wellness, premium food & beverage, education and sports

### FESTIVAL THEMES & LOCATIONS

**Premium F&B & Consumer**  
Tianjin, Hangzhou, Kunming, Shenzhen, Shanghai + online

**Business (various)**  
Hong Kong, Guangzhou, Shenzhen, Shanghai

**Aged Care**  
Guangzhou, Jinan, Nanjing

**Financial Services**  
Beijing, Shanghai, Hangzhou

**Innovation**  
Shanghai

**Education**  
Shanghai

**Investment**  
Shanghai

**Culture**  
Kunming, Shanghai

**Sports**  
Shanghai, Nanjing & Guangzhou

**Tourism**  
Shanghai

# FESTIVAL OF AUSTRALIA

## PROGRAM OF EVENTS: MAY 20 – JUNE 2, 2019

*This program includes Austrade- led, and third party events as at 27 March 2019. The final schedule of events is subject to change\**

Date	Details
Monday 20 May <i>Various locations</i>	<ul style="list-style-type: none"><li>• <b>Australian wine retail promotion launch</b> (Wine Australia) Retail wine promotion in partnership with Ole stores</li><li>• <b>Australian coffee &amp; lifestyle promotion launch</b> (Austrade) Consumer campaign promoting Australian coffee culture and lifestyle</li><li>• <b>'Breakfast-of-champions' consumer competition launch</b> (Austrade) Launch of an online competition highlighting Australian breakfast products, nutrition and sports, culminating in a 'breakfast' event on June 1<sup>st</sup> in Shanghai</li></ul>
Monday 20 – Friday 24 May <i>Guangzhou, Nanjing, Jinan</i>	<ul style="list-style-type: none"><li>• <b>Aged care education and training mission</b> (Austrade) Australian business delegation to Guangzhou, Nanjing and Jinan</li></ul>
Tuesday 21 <i>Tianjin</i>	<ul style="list-style-type: none"><li>• <b>Wine Masterclass + Trade showcase/tasting</b> (Wine Australia - WA) 7<sup>th</sup> annual Wine Australia China Roadshow, showcasing 90 Australian wineries at industry and wine educator events.</li><li>• <b>Australian Dairy &amp; Meat promotion</b> (Austrade) Trade tasting &amp; display to buyers, in conjunction with WA roadshow</li><li>• <b>MLA Cold-chain Seminar</b> (MLA, Austrade) Industry seminar on logistics and cold-chain management</li><li>• <b>Victorian Wineries Networking Dinner</b> (Victorian Government) Networking dinner with exhibiting wineries and key partners in market</li><li>• <b>Australian produce tastings at Parkson</b> (Austrade) Australian F&amp;B retail promotion with Parkson, 25 -31 May</li></ul>
Thursday 23 May <i>Hangzhou</i>	<ul style="list-style-type: none"><li>• <b>Wine Masterclass + Trade showcase/tasting</b> (WA) 7<sup>th</sup> annual Wine Australia China Roadshow (see link above)</li><li>• <b>Australian Dairy &amp; Meat promotion</b> (Austrade) Trade tasting &amp; display to buyers, in conjunction with WA roadshow</li><li>• <b>Tmall 'Australia Pavilion' online promotion Launch</b> (Austrade) Australian F&amp;B, wine and consumer product promotion in partnership with Alibaba's Tmall Global including live streaming event with key opinion leaders</li><li>• <b>Australia-Hangzhou VIP dinner</b> (Austrade / DFAT) Premium Australia wine dinner with key F&amp;B, industry and government allies</li></ul>

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Saturday 25 May <i>Kunming</i>	<ul style="list-style-type: none"><li>● <b>Australian Cultural Showcase at Parkson</b> (DFAT/ Austrade) Photography exhibition, film screenings &amp; Indigenous performance by Yidaki Vibes, to 31 May</li><li>● <b>Australian produce tastings at Parkson</b> (Austrade) Australian F&amp;B retail promotion with Parkson, 25 -31 May</li><li>● <b>'Aussie Wine &amp; Steak Night'</b> (Austrade) Customer reception &amp; tasting event showcasing Australian beef and wine</li></ul>
Sunday 26 May <i>Kunming</i>	<ul style="list-style-type: none"><li>● <b>Australian Cultural Showcase at Parkson</b> (DFAT/ Austrade) Photography exhibition, film screenings &amp; Indigenous performance by Yidaki Vibes, to 31 May</li><li>● <b>Australian wine tastings at Parkson</b> (Austrade) Australian F&amp;B retail promotion with Parkson, 25 -31 May</li><li>● <b>'VIP Aussie Wine &amp; Steak Night'</b> (Austrade) VIP customer reception &amp; tasting event showcasing Australian beef and wine</li></ul>
Sunday 26 – Friday 31 <i>Hong Kong, Shenzhen, Shanghai, Nanjing, Guangzhou</i>	<ul style="list-style-type: none"><li>● <b>'Engage China' business delegation</b> (Austcham Shanghai) Mission to HK, Shenzhen &amp; Shanghai hosted by the Advisory Board Centre and Austcham</li><li>● <b>Sports &amp; Sports Technology Trade Mission</b> (Vic Government, Australian Sports Technology Network) Delegation of sports tech companies and Victorian universities visiting Beijing and Shanghai</li></ul>
Monday 27 May <i>Kunming</i>	<ul style="list-style-type: none"><li>● <b>Wine Masterclass + Trade showcase/tasting</b> (WA) 7<sup>th</sup> annual Wine Australia China Roadshow (see link above)</li><li>● <b>Savour Australia VIP Reception</b> (DFAT) VIP event hosted by Australian government, showcasing cultural and creative capability – including an Indigenous performance by Yidaki Vibes.</li><li>● <b>Australian Photography exhibition, Australian film screenings at Sofitel Hotel</b></li></ul>
Tuesday 28 May <i>Kunming</i>	<ul style="list-style-type: none"><li>● <b>Kunming Plaza Australia Promotion</b> (Austrade, DFAT) Australian Photography exhibition film screenings and week-long F&amp;B retail/consumer promotion at Kunming Plaza, through to June 2.</li></ul>
Tuesday 28 May <i>Hong Kong</i>	<ul style="list-style-type: none"><li>● <b>Annual Australia-China Business Awards Dinner</b> (Austcham HK) Australia China Business Awards Dinner hosted by Austcham Hong Kong</li></ul>
Wednesday 29 May <i>Shenzhen</i>	<ul style="list-style-type: none"><li>● <b>Wine Masterclass + Trade showcase/tasting</b> (WA) Fourth and final leg of the 7<sup>th</sup> annual Wine Australia China Roadshow (see link above)</li></ul>

# FESTIVAL OF AUSTRALIA

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- **WA Roadshow VIP reception** (WA)

250 pax cocktail reception to mark the close of WA roadshow and Aussie Wine Month

- **Australian Dairy & Meat promotion** (Austrade)

Trade tasting & display to buyers, in conjunction with WA roadshow

- **Asset Management Delegation to China** (Austrade)

Delegation to Beijing, Shanghai and Hangzhou

- **MLA Cold-chain Seminar** (MLA, Austrade)

Industry seminar on logistics and cold-chain management

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Thursday 30 May  
*Shanghai*

- **Australia-China Sports Summit** (Austcham)

One-day summit coinciding with the Business of Sport mission, with presentations from government and industry leaders

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Friday 31 May  
*Shanghai*

- **Doing Business in China Forum** (Vic Govt & St Kilda Football Club)

Business forum for 200 corporate guests of the AFL, Port Adelaide, St Kilda

- **Aussie Drinks in Shanghai** (Austcham Shanghai)

A night of networking at Austcham's monthly 'Aussie drinks' event

- **Investor roundtable** (Austrade, State Govts)

Australian investment promotion event – sectors TBC

- **Shanghai Innovation Showcase** (Austrade)

Technology and innovation showcase with high tech park partner

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Saturday 1 June  
*Shanghai*

- **AFL Regional Cup Tournament** (AFL Asia)

AFL Asia tournament featuring teams from across five cities across the region

- **Festival of Australia Power Footy Carnival (PAFC)**

Presentation of PAFC's school Australian Rules football program to VIPs, followed by football clinic and exhibition game

- **'Breakfast-of-champions' event** (Austrade)

Consumer lifestyle and wellness event hosted in partnership with corporates and AFL

- **AFL Gala Dinner** (AFL/PAFC)

Gala dinner bringing together players, management, sponsors and guests

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Sunday 2 June  
*Shanghai*

- **AFL match: PAFC v St Kilda**

3<sup>rd</sup> annual Australian Football League match in Shanghai commencing at 12:30pm

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\*Additional business programs are also under discussion.