

Australian traders ' visit strengthens trusted trading partnership

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While global trade faces uncertain times, the focus was on reinforcing long-term trusted trading partnerships at the Australian Food and Wine Collaboration Group's market access programs in Japan earlier this month.

Wine Australia joined forces with Dairy Australia, Hort Innovation, Meat & Livestock Australia and Seafood Industry Australia in a series of market and trade events in Tokyo to strengthen the partnership with one of Australia's oldest and most trusted trading partners.

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Wine Australia CEO Dr Martin Cole said it was good timing to be in Japan to strengthen relationships with Australia's critical, trusted trading partner.

"The best part about the events in Tokyo was the warm reception we received, especially given the current global trade environment with all the uncertainty," Dr Cole said.

"There was a really good joined-up discussion at the functions about the importance of the long-term, strategic, symbiotic partnership we have with Japan.

"Our food ingredients go into Japan's food manufacturing, it's counter-seasonal, so complementary to what we grow in Australia, and the Japanese are investing capital into Australian agriculture.

“From a wine perspective, the diversification piece is also really important. Given the experience we have had in the past few years following tariffs imposed, then removed, by China and now the United States, market diversification is critical.”

Japan is the sixth high-value export market targeted by the Australian Food and Wine Collaboration Group, which has developed a series of in-market activities to build trade contacts, deepen bilateral trade relationships and increase opportunities for Australian producers.