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Guy Barnett, Minister for Primary Industries and Water

## Taking Tasmanian agriculture to China

The Hodgman majority Liberal Government is committed to helping industry take their products to the world, driving local investment and creating Tasmanian jobs.

China is our first ever \$1 billion export market, accounting for more than 30 per cent of Tasmania's total trade and we are working to grow this by getting more Tasmanian products and producers into the Chinese market.

Next month I will lead a delegation of Tasmanian agricultural, energy and forestry industry representatives to mainland China to engage directly with some of that country's biggest buyers and decision makers.

The delegation will travel to Beijing and Shanghai as well as Shaoguang and Rizhao in Shandong Province from 8 to 15 December, to grow existing export markets and open new opportunities for trade and investment.

A highlight of this trade delegation will be the official launch of our new Tasmanian wool brand, 'Natural Tasmanian Wool' to the global wool industry focussing on Tasmanian quality, global best practice in animal health and welfare, the pure landscapes where the wool was grown, and sustainable land management.

This new brand has been developed working alongside Roberts Ltd and Tasmanian wool growers, who are attending as part of the delegation.

While in China, I will hold meetings with key representatives of leading Chinese energy enterprises, resources businesses, seafood importers and traditional medicine markets.

It is clear that Tasmania produces what the rest of the world wants with record exports in the year to August 2019 of \$3.71 billion, an increase of 34.1 per cent compared to March 2014, when we first came to Government.

A thriving export sector does not happen by accident, it requires constant engagement with our overseas trading partners and ongoing development of new and existing markets.

That's why this government will continue to proudly champion our businesses on the international stage through our Trade Strategy.

The Chinese market will play an important part in reaching our long-term goal of taking the value of the Tasmania's agricultural sector to \$10 billion and overall exports to \$15 billion a year by 2050.

The Tasmanian Government is committed to empowering businesses to take their products to the world. We will create further opportunities for our state, and build industry capability so that the Tasmanian economy continues to grow and create local jobs.