

For immediate release
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AMAG LOGO TAKES ITS PLACE ON THE WORLD STAGE

THE Australian Made, Australian Grown (AMAG) logo, Australia's most trusted and recognised country of origin symbol, has taken its place on the world stage at the Shanghai World Expo 2010.

The Shanghai World Expo 2010 is the largest global event in 2010 and the largest expo on record.

Hundreds of thousands of shoppers who make a purchase in the Australian Pavilion's retail outlet receive a re-usable shopping bag carrying the famous green and gold symbol as part of a major sponsorship deal by not-for-profit organisation, the Australian Made, Australian Grown Campaign.

The expo now underway in China is expected to attract 70 million visitors, with at least 7 million people entering the Australian Pavilion to learn more about the nation, generating enormous exposure for the AMAG logo.

"AMAG is very proud to have joined a select group of organisations in sponsoring the Australian Pavilion at this premier event," AMAG Chief Executive Ian Harrison says.

"Australian products and produce are recognised throughout Asia for their quality and innovation. Becoming a retail sponsor of the Australian Pavilion presented AMAG with a valuable opportunity to promote the logo and its key messages so that the thousands of visitors that go through the pavilion's doors each day know which symbol to look for when they want to buy genuine Australian products.

"It also gave us the opportunity to support five of our licensees specifically chosen to exhibit within the precinct."

AMAG licensees that have their products included in the retail store of the Australian Pavilion include:

- Aqi Care – skin care products
- Careline Australia – skin care products
- Homart Pharmaceuticals – healthcare supplements
- Nature's Care – cosmetics
- Yellow Earth - sheepskin products

The sponsorship deal formed part of AMAG's export project, partly funded by the Federal Government's Department of Innovation, Industry, Science and Research.

INTERVIEW OPPORTUNITY

Ian Harrison, Chief Executive, Australian Made, Australian Grown Campaign

MEDIA CONTACT

Helen Jacobs, PR and Communications Executive

P: +61 3 9686 1500

E: helen.jacobs@australianmade.com.au

About Australian Made, Australian Grown: AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world. www.australianmade.com.au