



### HOFEX 2009



#### Event Overview

HOFEX is one of the largest food exhibitions in Asia. It took place in Hong Kong on 6-9 May. This show alternates with the Food & Hotel Asia show held in Singapore.

HOFEX 2009 attracted over 32,000 visitors mainly from China and Hong Kong and the North Asia region.

#### Promotion Overview

The Australian pavilion accommodated 140 Australian companies, coordinated by Austrade.

AMAG supported six licensees to participate in the show who reported positive outcomes from their presence at the show.

### ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.