



National Food Industry Strategy

Perspectives on Business Development in India

OVERVIEW

- What is the National Food Industry Strategy?
- Why are we going to India?
- What are the platform objectives and structure?
- What will be the success factors?



NATIONAL STRATEGY FOR THE FOOD INDUSTRY

- Team Australia
- Internationalisation

National Food Industry Council (Supervisory Board)

- Set strategic direction

NFIS Ltd (Executive Board)

Catalyst/Coordination

- Stimulate
- Facilitate

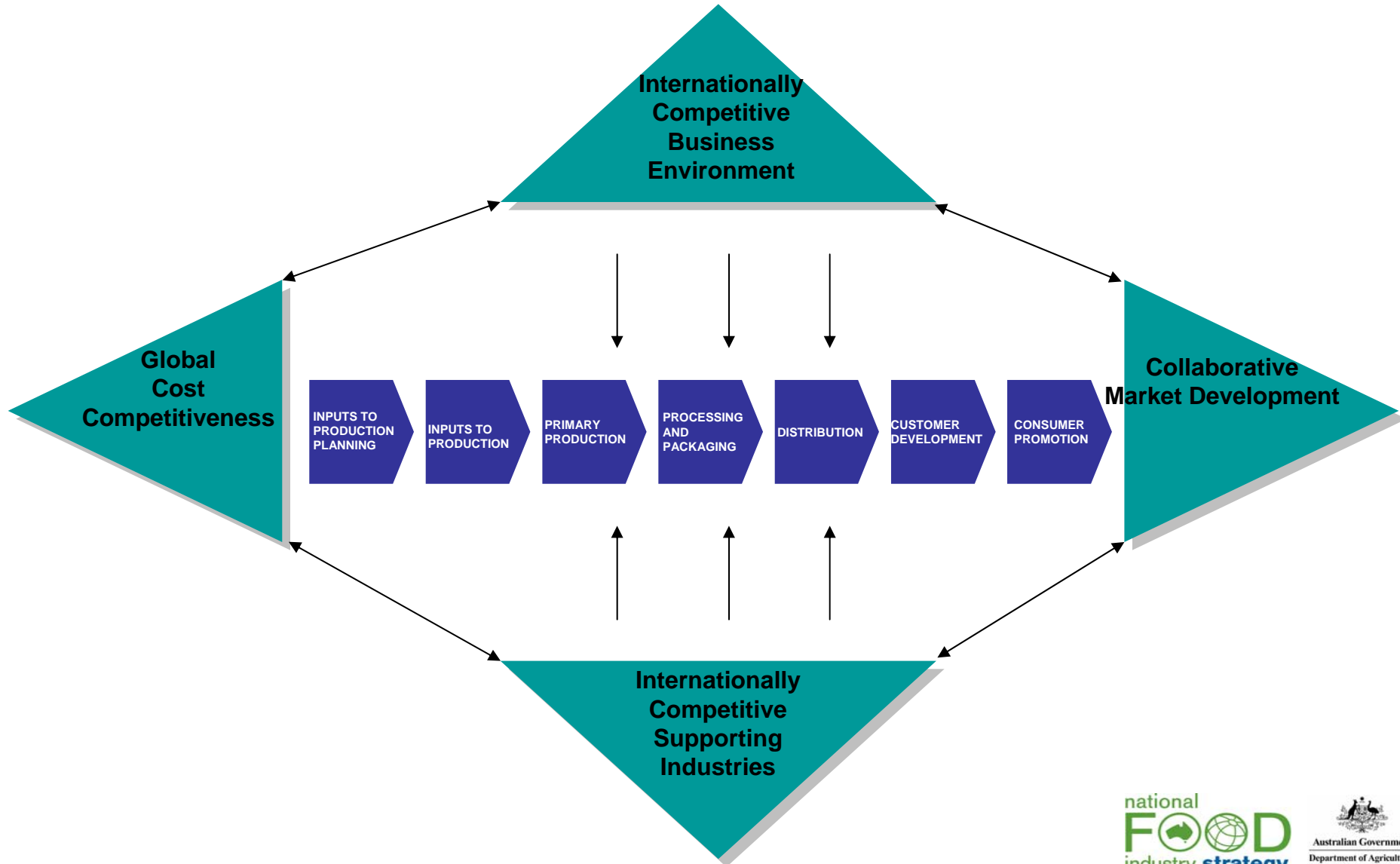
'Capture the Lessons'

- Replicate
- Disseminate

Program Delivery

- Manage services best delivered by industry to industry

Sustainable Competitive Advantage



Collaborative Market Development

- Recognition of Australia in global markets as a producer of safe, health and environmentally sustainable food.
- Healthy balance of industry engagement in international markets – with both inward and outward investment and with 60% of food products exported.



Global Cost Competitiveness

- Substantial domestic production base with increased use of technology to lower input and processing costs.
- Collaborative approach to pre-competitive innovation with strong linkages between R&D providers and food companies.



Internationally Competitive Supporting Industries

- Consolidation of food industry expertise to create world class R&D, education and training opportunities.





Internationally Competitive Business Environment

- Integrated, whole of chain approach to food industry regulations that is sensitive to international competitiveness, has sensible compliance costs and is consistent across government jurisdictions.



Why India - Challenges and Opportunities

■ Opportunities

- Great example of internationalisation – opportunity to innovate and scale up
- Developing retail sector
- Opportunities in 5 star food service
- Opportunities for two-way investment



Why India - Challenges and Opportunities

■ Challenges

- Market access issues
- ‘Many Indias’
- Changes in products/systems: flavour profile, packaging, cold chain

Platform Objectives – Sustained Presence of Australian Food and Beverage Companies in India

■ Market-making:

- Position and effectively market Australian food and beverage products to Indian food customers and consumers under the 'Australian Food' banner
- Improve market access for Australian food and beverage products

■ Global cost competitiveness

- Improve the international competitiveness of Australian food companies
- Establish long-term relationships to underpin successful commercial outcomes for Australian and Indian food and beverage companies



Platform Structure – Creating the Demand Chain

■ Promotion/Positioning

- ‘Australian Food’ banner
- Market awareness





Australian
food



Australian food
Refreshingly different!

Flavours of Australia

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Refreshingly different

Platform Structure – Creating the Demand Chain

■ In India – Bangalore;

- Market intelligence
- Import/distribution/marketing capability
- Category management and feedback to Australian ‘partner’

■ In Australia

- Sourcing product to meet specifications
- Nationally coordinated consolidation system
- Category management and feedback to suppliers



Partners

- NFIS Ltd
- Austrade
- State Governments in Victoria, WA and SA
- Food Agriculture Trade Services (in DAFF)
- Sector associations, eg. HAL



Success Factors

- Selecting the right 'lead partner' – in India and Australia
- Encouraging committed companies in Australia
- Steve Waugh
- Steve Waugh

