

AustCham  
Shanghai



VICTORIA  
State  
Government

Australia-China

# F&B FORUM

UWS  
United Media Solution  
Digital Marketing Specialist

the *silk* initiative

Baldwin  
Boyle Group

## Agenda

- |             |  |
|-------------|--|
| 1:30 - 2:00 | Registration   |
| 2:00 - 2:15 | Dignitaries Welcome Address                                  |
| 2:15 - 3:00 | Tapping into China's Market: Sales Channels and Distribution |
| 3:00 - 3:20 | Setting Strong Foundations to Get China Right                |
| 3:20 - 3:55 | The China Journey: Growing a Powerful Brand                  |
| 4:00 - 4:15 | Coffee Break   |
| 4:15 - 4:40 | Yiguo Fresh: Fresh Food Supply Chain and Route to Market     |
| 4:40 - 5:20 | Marketing to China: Platforms, KOLs and the Chinese Consumer |
| 5:20 - 5:40 | Building Social Capital in China                             |
| 5:40 - 5:45 | Closing Speech   |
| 6:30 - 9:30 | Networking: CIE Aussie Drinks                                |



**TO REGISTER, SCAN QR CODE  
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