

Supported by



## Export Development and Diversification Opportunities – Middle East and North Africa

### Global Victoria Trade Alliance Program

#### Greater Dandenong Webinar – 25 November 2021

AACCI Victoria is the proud partner of the Global Victoria Trade Alliance, in delivering the Program across Victoria. The Program's objective is to raise awareness of opportunities, both for existing and potential exporters as well as improve overall export capabilities for Victorian businesses.

The MENA (Middle East and North Africa) region is experiencing significant growth in consumer demand across a range of industry sectors; hence the Program will focus on MENA markets and export development and diversification opportunities for businesses across Victoria.

The MENA Trade Alliance Program is being delivered across five regions in Victoria: Greater Shepparton, Greater Dandenong, Gippsland, Geelong and Mildura.

The Program is specifically tailored to the MENA and includes market insights, highlighting the key sectors with growth opportunities for Victorian businesses. In addition, the Program includes presentations delivered by experts to cover:

- ▶ Importance of cross-cultural awareness for positive engagement
- ▶ Requirements of halal certification and the growth of halal trade
- ▶ Current and post COVID freight and supply change settings
- ▶ Compliance and services for export document certification
- ▶ Accessing benefits and staying connected to the market
- ▶ Key organisations to assist companies on their export journey

<b>Date</b> Thursday, 25 November 2021	<b>Time</b> 3 - 4:30 pm AEDT		
<b>Place</b> Webinar via Zoom	<b>Registration</b> <a href="#">Click Here</a>		
<b>Presenting Organisations</b>			
			
<b>Supporting Regional Organisations</b>			
			