



# Hong Kong Australia Business Association SA Chapter Inc

Delegation to Hong Kong  
March 23 - 25, 2015



## 2015 HKABA-SA Delegation to Hong Kong for the Official Opening of the "Adventures in Australia Exhibit" at Ocean Park incorporating The EXCLUSIVE HKABA-SA Market Research Program





# 2015 HKABA-SA Ocean Park Visit

March, 2015

Like all good trips to Hong Kong, this delegation started with Cathay Pacific. Cathay Pacific flies from Adelaide to Hong Kong direct 4 days a week with same day connections to Mainland China.







# 2015 HKABA-SA Ocean Park Visit

March 23, 2015

The HKABA Delegation to Hong Kong for the official Opening of the “Adventures in Australia Exhibit” at Ocean Park began with the Official Opening Ceremony. Delegates were treated to some great entertainment, including music, dancing and the announcement of the winners of the Koala naming competition. VIPs in attendance included His Excellency, the Honorable Hieu Van Le AO, Governor of South Australia, Honorable Jay Weatherill MP, Premier of South Australia, Mr John Tsang Chun-Wah, GBM, JP, Financial Secretary of Hong Kong, Mr Tom Mehrmann, Chief Executive of Ocean Park and Dr Allan Zeman GBM, GBS, JP.





## “Adventures in Australia” Official Opening

The “Adventures in Australia” Exhibit opened with a Gala Spectacular at Ocean Park. HKABA-SA Delegates were given prime seating for the opening ceremony ensuring they caught all the action. Delegates were thrilled to see the strong emphasis on South Australian Tourism, Wine, Food, culture and lifestyle. Around 100 members of Hong Kong media were also in attendance promoting the event throughout Hong Kong SAR & China.

Monday  
March 23rd







# “Adventures in Australia” Official Opening



Monday  
March 23rd







# "Adventures in Australia" Official Opening



Monday  
March 23rd







# “Adventures in Australia” Official Opening

Following the Grand Opening Ceremony, HKABA-SA Delegates were given a full tour including a “behind the scenes” look at the Koala exhibit and adjacent retail space.



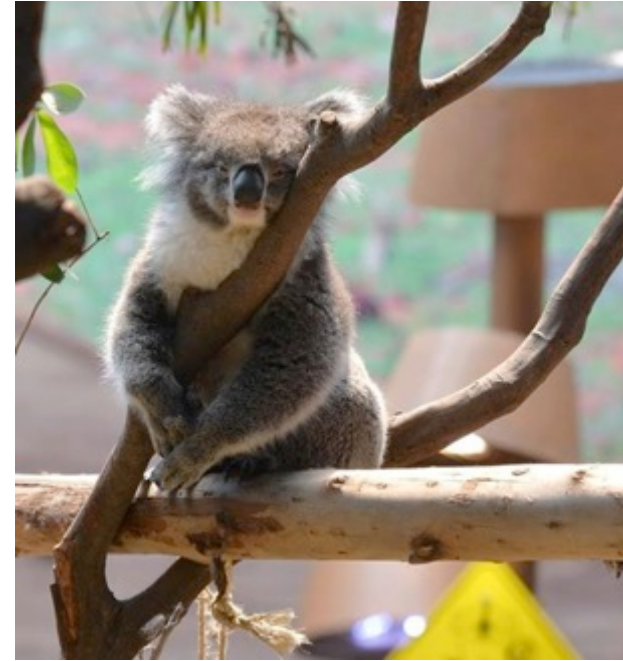
Monday  
March 23rd







# "Adventures in Australia" Official Opening



Monday  
March 23rd







## Exclusive HKABA-SA In-Market Research Program (MRP)

HKABA-SA Board Member Frank Bueti coordinated an “In-Market” program for delegates to give them a comprehensive “fast track” to trading in Hong Kong & China. The HKABA-SA delegation included almost 30 delegates with approximately 15 South Australian SMEs represented.

First stop for the HKABA-SA delegates was the Island Shangri-La Hotel and a spectacular 5 star dinner. Executive Food & Beverage Manager Mr David Simon dined with the group providing extraordinary insight into how 5 Star Hotels in Asia source their products, what are they looking for and what motivates them to select one product over another.

All aspects of the supply chain were discussed ensuring delegates gained a wealth of knowledge, while enjoying an amazing Seafood Menu including Lobster, Oysters and Salmon. Helping ensure a most memorable evening, Patritti Wines were the perfect accompaniment.



MRP  
Mar 23<sup>rd</sup> - 25<sup>th</sup>





# Exclusive HKABA-SA In-Market Research Program (MRP)

## Island Shangri-La Briefing



**MRP**  
Mar 23<sup>rd</sup> - 25<sup>th</sup>







# Exclusive HKABA-SA In-Market Research Program (MRP)

Hong Kong Convention & Exhibition Centre (HKCEC) “Behind the Scenes” Tour.

The HKABA-SA Delegation was treated to a behind the scenes tour of the HKCEC by Benjamin Yau of the Hong Kong Trade Development Council (HKTDC). This extraordinary venue is home to some of the most important trade events in Asia. It is also home to a remarkable research library that can assist buyers and sellers with business matching.



**MRP**  
Mar 23<sup>rd</sup> - 25<sup>th</sup>





# Exclusive HKABA-SA In-Market Research Program (MRP)

Hong Kong Convention & Exhibition Centre (HKCEC) “Behind the Scenes” Tour.



MRP  
Mar 23rd - 25th







# Exclusive HKABA-SA In-Market Research Program (MRP)

PARKnSHOP Briefing and Flagship Store Tour.

Next up for the HKABA-SA Delegation was a visit to PARKnSHOP, one of the top supermarket chains in Hong Kong, Macau & China. The group visited PARKnSHOP's flagship store in Central Hong Kong, "The Great Food Hall".

Delegates were introduced to Mr Nils Buddemeier, PARKnSHOP's Head of International Buying who gave the group a tour of this magnificent shopping experience and then provided delegates with a very direct Q&A opportunity where all details of the supply chain were discussed, providing the delegates with a comprehensive understanding of what it takes to sell to supermarket chains in Asia.



MRP  
Mar 23rd - 25th





# Exclusive HKABA-SA In-Market Research Program (MRP)

## PARKnSHOP Briefing and Flagship Store Tour.



**MRP**  
Mar 23<sup>rd</sup> - 25<sup>th</sup>







# Exclusive HKABA-SA In-Market Research Program (MRP)

## PARKnSHOP Briefing and Flagship Store Tour.



**MRP**  
Mar 23<sup>rd</sup> - 25<sup>th</sup>







# Exclusive HKABA-SA In-Market Research Program (MRP)

PARKnSHOP Briefing and Flagship Store Tour.



MRP  
Mar 23<sup>rd</sup> - 25<sup>th</sup>







# Exclusive HKABA-SA In-Market Research Program (MRP) Hong Kong Football Club Networking Luncheon.

Next up for the delegation was a visit to the Exclusive Hong Kong Football Club with assistance of HKABA-SA partner the Port Adelaide Football Club. Delegates enjoyed a magnificent 3 course silver service meal and great networking. His Excellency the Hon. Hieu Van Le AO, Governor of South Australia delivered a speech. Other VIPs in attendance included Hon Tung Ngo MLC, Hon Jing Lee MLC and Mr Joseph Leung from Ocean Park.

**MRP**  
Mar 23<sup>rd</sup> - 25<sup>th</sup>

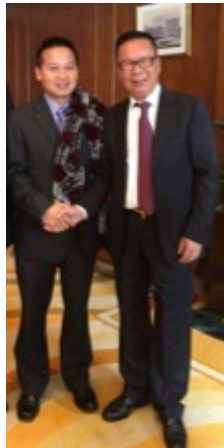




# Exclusive HKABA-SA In-Market Research Program (MRP)

Hong Kong Football Club Networking Luncheon.

**MRP**  
Mar 23<sup>rd</sup> - 25<sup>th</sup>







# Exclusive HKABA-SA In-Market Research Program (MRP) Osteria Restaurant Networking Dinner.

Delegates enjoyed a relaxed networking dinner at the famous Osteria Restaurant in Hong Kong's Tsim Sha Tsui district, highlighted with some outstanding Patritti Wines.



MRP  
Mar 23<sup>rd</sup> - 25<sup>th</sup>





# 2015 HKABA-SA Delegation to Hong Kong

South Australia Shines in Asia.

As a direct result of the HKABA-SA's MRP several South Australian SMEs have begun negotiations with buyers based in Hong Kong SAR & Mainland China regarding South Australian goods & services.

HKABA-SA Gratefully Acknowledges the The Governor of South Australia, The South Australian Government & The South Australian Liberal Party for their support of this delegation.

Additionally, with the support of the South Australian Government, Ocean Park in Hong Kong... The Number 1 theme park in Asia... now has a menu that highlights the amazing food and wine offer South Australia is famous for... and we think that's FANTASTIC!

MRP  
Mar 23rd - 25th

