

## Overseas Travel (1 August - 31 August 2024)

### Chief Executive

No of travelers	Destination	Reasons for Travel	Outcomes of Travel	Total Cost of Travel *
1	China 17 August 2024 to 23 August 2024	The purpose of travel to Hong Kong and Mainland China is to support the Minister for Trade and Investment to engage with key government and business officials in areas of advantage and opportunity for South Australia across the sectors of wine, seafood, processed food, health and med-tech and renewable energy to progress trade and investment objectives.	Refer: Overseas Travel Achievements Report attached	Airfares \$10,025.83  Accommodation \$2,927.52  <b>Total</b> <b>\$12,953.35</b>

**Department of State Development  
Overseas Travel Achievements Report**

<b>Name</b>	Mr Adam Reid
<b>Position</b>	Chief Executive, Department of State Development (DSD)
<b>Purpose of travel</b>	<ul style="list-style-type: none"> <li>• Supported the Minister for Trade and Investment on his first official visit to China, including engagements with a range of senior government, industry and business contacts to advance South Australia’s trade, investment, and people-to-people relationships with our state’s largest trading partner.</li> </ul>
<b>Benefits of the trip</b>	<ul style="list-style-type: none"> <li>• Following the Minister’s meeting with China Southern Airlines, it announced it will restart direct flights between Adelaide and Guangzhou from December 2024. To support the successful return of direct flights, DSD is working with Adelaide Airport, China Southern Airlines and South Australian exporters to ensure a strong pipeline of air freight for the direct route; to source South Australian product for China Southern Airlines in-flight menus and services; and for onboard South Australian food, beverage and consumer products to its e-commerce platform.</li> <li>• Following the Minister’s engagements with Guangdong and Shanghai Governments, and with the Guangzhou Aquatic Production Chamber of Commerce, it was announced by the Australian and Chinese Governments that China’s ban on import of live Australian rock lobster would be lifted by the end of 2024. To prepare the sector for return to the world’s largest seafood market, DSD is delivering the Seafood Export Growth Program. The program will include exporter capability building, targeted in-market activations and trade missions, and importer familiarisation visit to South Australia, and marketing campaigns.</li> <li>• The Minister’s participation in the Wine Australia China Roadshow – which included 30 South Australian producers – and hosted a Taste of South Australia food and wine showcase in Shanghai facilitated direct introductions for wine producers to leading Chinese importers, distributors, retailers and other industry stakeholders.</li> <li>• This supported a return to South Australia’s largest wine export market, with exports</li> </ul>

	<p>increasing from close to zero to \$395 million in the five months to August 2024. DSD agreed with e-commerce platform, Little Red Book, to do a dedicated South Australian wine promotional campaign in early 2025 targeting high end consumers in first and second tier Chinese cities. Following the Minister's engagements, DSD has facilitated visits to South Australia by key Chinese wine industry leaders, including COFCO Wine and Spirits, the Chinese Alcoholic Drinks Association and Alibaba Group.</p> <ul style="list-style-type: none"><li>• Following the Minister's meeting with Bright Food Group, DSD established a work plan with Bright Food to build Bright's South Australian food and beverage portfolio and to explore investment opportunities for Bright in South Australia. As a next step, DSD will coordinate a business matching session with Bright Food executives for 26 South Australian food and wine producers during the China International Import Expo in Shanghai in November 2024.</li><li>• Following the Minister's meetings with Worldwide Seafood in Hong Kong, DSD has agreed with Ritz Carlton Hotel Group on a South Australian premium food and wine activation across key properties in Hong Kong, Macau and Guangdong, leveraging the strong demand for high end products in the Greater Bay Area.</li><li>• DSD is actively pursuing a range of investment leads following the Minister's engagement with energy, mining, tourism, food, agribusiness, and biotech investors during SA Club engagements in Guangzhou and Shanghai and an investor insights session in Hong Kong. DSD is actively pursuing a range of investment leads following the Minister's engagement with energy, mining, tourism, food, agribusiness, and biotech investors during SA Club engagements in Guangzhou and Shanghai and an investor insights session in Hong Kong.</li></ul>
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Approved for publication –

Chief Executive



21/11/2024

Note: These details are correct as at the date approved for publication. Figures may be rounded and have not been audited. Figures GST exclusive.

Please contact [diis.foi@sa.gov.au](mailto:diis.foi@sa.gov.au) if you would like to see copies of receipts and itineraries for this travel.



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\*Excludes salary costs.