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MEDIA RELEASE

Australian Made welcomes breakthrough for Aussie exports in China

In a major breakthrough for Australian exporters, the Australian Made, Australian Grown (AMAG) logo has now been formally trademarked in China.

This means that for the first time ever, Australian exporters have a symbol which can be used on their Australian-made or grown exports into China, that both establishes their products as genuinely Australian and is legally protected under Chinese law.

“Historically, China has been a challenging environment for the protection of intellectual property,” Australian Made Chief Executive, Ian Harrison, said.

“The AMAG logo’s formal registration in China as a country-of-origin symbol for Australia now provides an essential legal framework which exporters can rely upon in the event that the logo (or product carrying it) is copied or used without proper authority.”

Australian Made commenced the registration process four years ago with the active and financial support of the Australian Government.

“Australia has long enjoyed an invaluable reputation as a reliable exporter of high-quality goods,” Federal Trade Minister Dr Craig Emerson said.

“The Government welcomes China’s legal recognition of the Australian Made, Australian Grown symbol and the benefits our exporters will enjoy from additional confidence in the Australian brand.”

The work was carried out by Australian Made Campaign Partner, EKM Patent and Legal.

The registration covers seven classes of goods (classes 5, 20 and 29-33). This includes a wide range of products including pharmaceuticals, furniture, food and beverages.

An application for an eighth class of goods (class 25, which includes footwear and clothing) is still pending.

The formal registration of the AMAG logo in China follows its registration in the USA. Registration is also pending in Republic of Korea.

Further information regarding classes of goods can be found at <http://xeno.ipaustralia.gov.au/tmqoods.htm>.

The Australian Made, Australian Grown logo is a registered certification trademark introduced by the Federal Government in 1986. It is now administered by the not-for-profit company Australian Made Campaign Limited (AMCL) under agreement with the government. The logo can only be used on products that are registered with AMCL. To use the logo goods must meet the criteria set out in the Australian Consumer Law and the Australian Made, Australian Grown Logo Code of Practice.

For more information visit www.australianmade.com.au or call 1800 350 520.

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NOTE TO MEDIA

Australian Made, Australian Grown Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN CAMPAIGN

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited (AMCL). The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law and the AMAG Logo Code of Practice. More than 1700 businesses are currently registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.

Australian Made's headquarters is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

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