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MEDIA RELEASE



AUSTRALIAN MADE KICKS OFF NMW AT AUSTECH

The Australian Made Campaign will feature at the AMTIL Manufacturers Pavilion at Austech during National Manufacturing Week this year.

Austech, held 7-9 May 2013, will showcase some of Australia's best manufacturers and highlight the capabilities of the country's advanced manufacturing industry.

"Innovation has played a key role in the success of our local manufacturing industry. We will look forward to supporting Aussie manufacturers at Austech," Australian Made Campaign Chief Executive, Ian Harrison, said.

The trade-only event is free to attend.

Australian Made is encouraging all manufacturing and associated industry professionals to visit the Australian Made stand, and to discover the broad range of quality, inventive, locally-made technologies on offer at the expo.

To find out more visit <http://www.austechexpo.com.au> and <http://www.nationalmanufacturingweek.com.au>.

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NOTE TO MEDIA

Australian Made Chief Executive, Ian Harrison, will be at Austech on Tuesday, 7 May, and will be available for interview and vision opportunities. Please contact us if you would like to schedule a time.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for genuine Australian products and produce.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. 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' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

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