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MEDIA RELEASE

Chinese 'personal shoppers' gather for daigou forums

The Australian Made Campaign educates daigou on how to find authentic Australian goods

The Chinese 'personal shoppers' bulk-buying sought-after Australian-made goods are banding together to form sophisticated purchasing networks, and the result could have a significant impact on our nation's brands.

They are known as 'daigou' and it is estimated they are generating millions of dollars for the brands they ship to China each year – which is why businesses will be jostling for their attention at a major daigou forum in Melbourne this week.

The event, which forms part of the Australia China Business Week celebrations this year, will be held at Crown Melbourne from 11-12 October, and will be replicated in Sydney next month.

The not-for-profit Australian Made Campaign, which certifies locally made and grown products, will be addressing the daigou forums, to educate attendees on how to find authentic locally made and grown goods, from established brands to rising stars.

The online product directory the organisation hosts at www.australianmade.com.au, which showcases the largest consolidated range of certified Australian-made and grown goods the country has to offer, will feature heavily in its address.

Only products that have been certified to carry the green-and-gold Australian Made, Australian Grown kangaroo trade mark can be featured on the directory, which showcases more than 20,000 products.

Independent research shows the green-and-gold kangaroo logo which the organisation administers and promotes enhances product appeal for Chinese consumers, of which 69% can correctly identify Australia as the country of origin when citing it.*

Australian Made Campaign Chief Executive, Ian Harrison, says daigou represent a unique business opportunity for Australia's growers and manufacturers, and it is important for businesses to recognise their role in brand building in China.

"As daigou transition from individual resellers to collective buyers, and their influence on Chinese consumers grows, it is vital that Australian brands factor this in to their strategies," Mr Harrison said.

Daigou and everyday shoppers searching for genuine Australian products and produce can visit the online product directory at www.australianmade.com.au.

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*Roy Morgan Research



The Australian Made Campaign

NOTE TO MEDIA

Australian Made Campaign Deputy Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

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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 the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

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 Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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