



The Australian Made Campaign

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MEDIA RELEASE

Strategic alliance between AuMake and Australian Made to promote more Aussie products to China

The not-for-profit Australian Made Campaign has formed a strategic alliance with AuMake to promote locally made and grown products to daigou and Chinese tourists.

The Australian Made Campaign administers and promotes Australia's country-of-origin trade mark for authentic Australian products and produce, the Australian Made, Australian Grown kangaroo logo.

AuMake is the only ASX-listed retail company set up to connect Australian suppliers directly with daigou and Chinese tourists, via its 'one-stop-shop' retail network and in-store logistics service for the delivery of products purchased.

The growing market for products sold through these increasingly influential buyers represents a significant opportunity for Australian growers and manufacturers, which are set to benefit greatly from the contract.

Australian Made Campaign Chief Executive, Ian Harrison, said the relationship would make it easier for Australian businesses making and growing products locally to tap into growing demand for their goods in China.

"The Australian Made Campaign is delighted to enter into this agreement with AuMake. The demand for genuine Aussie products and produce in China is growing continuously, and cross-border sales, particularly those driven by the Australian-based daigou, is a major contributor to that," Mr Harrison said.

The alliance will see AuMake promoted as an 'Australian Made Retail Partner', leveraging the iconic green-and-gold kangaroo logo's instant trust and recognition amongst the majority of Chinese consumers.

The partnership will also enable AuMake to source new and authentic Australian products from the Australian Made Campaign's database of over 2,700 certified Australian Made and Australian Grown suppliers.

AuMake Managing Director, Joshua Zhou, said the opportunity would significantly increase the variety of genuine Australian products for AuMake customers, and assist in driving daigou and Chinese tourists to AuMake retail stores.

"The establishment of this strategic alliance with the Australian Made Campaign creates an understanding with our customers that we work closely with Australian suppliers, to provide new and the very best of genuine Australian products. This alliance is a significant event for our customers and will be well received by the daigou and Chinese tour guide communities," Mr Zhou said.

AuMake's most popular product categories include healthcare (supplements and food); skin, body care and cosmetics; dairy products and baby food (including infant formula); and wool and leather products.

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NOTE TO MEDIA

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



The Australian Made Campaign

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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.

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

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