



Niall Blair

Minister for Primary Industries
Minister for Regional Water
Minister for Trade and Industry

MEDIA RELEASE

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NSW PRODUCE THE CHERRY ON TOP IN CHINA

Minister for Trade and Industry Niall Blair will be in China and Hong Kong this week (4-8 September) for his first overseas mission as Trade Minister - a mission to promote NSW produce to the world.

Mr Blair said he was looking forward to building on our strong relationship with China and to partner with outstanding NSW businesses looking to share our world class produce.

“China and Australia share a rich cultural and economic heritage and it is an honour to play a part in shaping the next chapter of our story.

“My trip coincides with a group of cherry and blueberry growers who are visiting China, Hong Kong and Indonesia to explore new trading opportunities and grow confidence in our product.

“This comes off the back of the Federal Government’s recent announcement that Australia cherries will be able to hit Vietnamese tables this year – it’s all good news for NSW growers.”

The Minister and growers will join a large Australian delegation of 200 fresh produce exporters and growers at Asia Fruit Logistica in Hong Kong, showcasing our best to the burgeoning Asian market.

Mr Blair said in 2016-17 over 6000 kilograms of NSW cherries were exported into the Indonesian market, with prices of up to AU\$122 per two-kilo box.

“Horticulture is set to outpace traditional farming exports (including dairy, beef and cereal crops) because it is able to grow quickly and make large productivity gains,” Mr Blair said.

“By 2022, we expect horticultural exports from NSW to jump by over 40 per cent, the growth potential is huge.

“I will also be encouraging our Chinese friends to visit Sydney and explore all the fantastic opportunities on offer across NSW.”

While in China the Minister will also meet with a number of government and business representatives to discuss opportunities in retailing, financial services, innovation and education.

NSW’s two-way trade is worth almost A\$35 billion with China and A\$1.5 billion with Hong Kong. NSW also continues to draw record numbers of Chinese visitors, with around 700,000 visitors each year, spending almost \$3 billion.

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