

Western Australia's Great Southern food, fine wine and tourism showcase in Singapore

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Trade mission set to boost international exports, develop destinations, and promote tourism products



Australian Government

**Department of Agriculture,
Fisheries and Forestry**

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Promoting Western Australia's Great Southern region's premium food, wine, and tourism industries while forging new international partnerships will be the focus of a trade mission to Singapore this week.

Agriculture and Food Minister Alannah MacTiernan will spend two days in Singapore to participate in 'Discover Great Southern - Western Australia's Hidden Gem', the inaugural international Great Southern food, wine, and tourism showcase, and meet with international agricultural industry leaders wanting to partner and invest in WA.

More than 50 winemakers, food producers, industry and government officials have flown into Singapore for the event from 8-10 November, which comes off the back of the Great Southern Tourism and Trade Partnership launched earlier.

The Singapore series of events and activations will generate strong premium brand awareness and affinity for premium products of Great Southern provenance, and drive interest in WA and the Great Southern as a tourism destination for Singapore-based travellers.

This new initiative is building the profile and strengthening the value of the Great Southern region. It has been developed by the Great Southern Development Commission, the Australian Trade and Investment Commission (Austrade), and Australia's South West. It is supported by Wines of Western Australia, the Great Southern Wine Producers Association, the Department

of Primary Industries and Regional Development, and the Department of Jobs, Tourism, Science and Innovation.