

NSW CHAPTER HK MONITOR

October Issue



EVENT HIGHLIGHTS

- **2014 Business Awards Gala Dinner**
- **“How to Generate High Value Business Using B2B Social Media Lead Generation Tactics on LinkedIn Seminar**
- **15th HK Forum Networking Cocktail**



2014 HKABA NSW BUSINESS AWARDS GALA DINNER

The Hong Kong - Australia Business Association (HKABA) NSW Chapter held its annual HONG KONG-NSW BUSINESS AWARDS on 3rd October 2014. The Business Awards celebrated its fifteen year anniversary. The Awards recognizes NSW companies that excel in all aspects of international trade between NSW and Hong Kong SAR, China.

The Awards, widely regarded as a prestigious badge of honor, were presented to winners at a ceremony held this evening at the Hilton Hotel Sydney in attendance of around 300 guests.

This year's Business Awards were awarded to the most outstanding amongst the following four categories' winners:

- Export of Goods/ Services
- Import of Goods/ Services
- Business Development
- Business Excellence



Mr Arthur Au, Director, HKETO, Government of the HKSAR as the keynote speaker



2014 BA Judging Panel

Independent Judging Panel

The independent Judging Panel this year is chaired by Ms. Bonnie Shek, Director of Australia & New Zealand, Hong Kong Trade Development Council. Other members include representatives of the Hong Kong Economic & Trade Office, Government of HKSAR; Austrade; The Hon. Ernest Wong, MLC; and Australian Guangdong Chamber of Commerce Incorporated.

2014 WINNERS

The entrants were judged according to various criteria including business involvement with Hong Kong, professional approach to business practice, proportion of import/ export turnover, contribution to industry and society, standard of marketing strategies, presentation, level of innovation and creativity and consumer/ environmental contribution of products/ services.



“We were greatly impressed by the high standards and enthusiasm of the entrants in this year’s competition and warmly congratulate all entrants. We had an increase of entrants by 50%. This is an outstanding result which reflects the fact that our Business Awards is a popular platform being used for local SME’s for recognition and publicity” - Ms. Felicia Hon, Chairman of the 2014 BA Organizing Committee



“Despite the harsh global economic conditions, it is pleasing to see our entrants, finalists and winners striving hard to succeed by using innovative and creative methods of growing their business using the strong trade links between Australia (NSW), HK S.A.R and China ” - Mr. Jonathan Yee, President, HKABA NSW Chapter

EXPORT OF GOODS/ SERVICES & BUSINESS EXCELLENCE AWARD

Winner: Atron Enterprises

Atron Enterprises is a privately owned, multi award-winning Australian company, in the livestock producing, beef-processing and marketing industry.

In 2 years to June 2014, Atron's turnover increased 3-fold to \$120m, with exports contributing 60%. These results are attributed to David Larkin's visionary Export Business Model, Brand and Marketing Strategy, and leveraging local in-country knowledge and support via business associations like HKABA, export retailer/wholesaler partnerships and trade shows.

Atron Enterprises was awarded the National and NSW Premier's Export Award in 2013 for outstanding performance in Agribusiness. The 5th consecutive year Atron has received a Premier's award.

A third generation Australian butcher by trade, David Larkin founded Atron in 2007. Heavily involved in Australian Export Policy formulation, pivotal to industry and Atron's export markets, David is committed to development of long-term sustainable trade strategies for Australian Exports with Asia.

In August David Larkin was awarded the prestigious 2014 Australian Export Hero Award for his extraordinary contribution to Australia and the Export industry.

Atron has capitalised on Asia's burgeoning beef demand, tailoring brand development and marketing successfully to specific, unique target markets, like Hong Kong.

Atron delivers award-winning ranges of branded beef for export, via a seamless and integrated supply chain.

IMPORT OF GOODS/ SERVICES AWARD

Winner: Sleepmart

Sleepmart is the trustworthy sleeping expert that was founded in 2003. They have always focused on the target of improving the sleeping quality for their customers and believe that high quality sleeping will bring them a healthier life. What is important to achieve this target is to choose the suitable sleeping product. Their professional sleeping consultants are able to choose the products that fit you the best based on your weight, height, age and sleeping habits.



Winner: Atron Enterprises



Winner: Sleepmart

Their business brand dealers include A-Fontane, Airland, Sinomax, Prosleep, Fuanna with a full range of options. They also have a newly released Pillow Selector in their shop which can calculate and advise the most suitable size of the pillow for different customers within 30 seconds. Sleepmart has imported unique technology and equipment for Point to Point SpineFit Mattresses.

Their latest products include Austrian wood fibre bedding product, Eco®-snapper, Professional™ Pillow and more. They have helped more than twenty thousand customers to improve their sleeping quality with their premium product and customer-oriented attitude.

BUSINESS DEVELOPMENT AWARD

Dairy Connect NSW

Dairy Connect NSW is the peak representative dairy industry advocacy organisation in NSW. Its members comprise dairy farmers, dairy product manufacturers, milk and dairy product distributors and allied industry suppliers.

Dairy Connect has collaborated with Norco Foods Ltd and Peloris Global Sourcing (PGS) to develop a new market to supply fresh pasteurised milk to China delivered by airfreight.

Norco Foods is a farmer owned co-operative that has operated from Lismore for 108 years. With currently around 160 farmer supplier members producing a total of over 150 million litres of milk per year Norco has a proud heritage in the Australian dairy industry manufacturing a range of iconic branded fresh and frozen dairy products.

PGS is an Australian owned company that specialises in connecting Australia and New Zealand producers to the rapidly expanding Asian markets for imported premium food products PGS has many years of experience operating across the Asia Pacific region currently exporting a range of products including wine, olive oil, honey and infant formula.

2014 NSW BUSINESS AWARDS FINALISTS:

1. Atron Enterprises
2. Blue Group Projects
3. Dairy Connect
4. Liangzi Health Oasis
5. Michiko
6. Nong's TCM Clinic
7. Shiny Health
8. Sleepmart



Winner: Dairy Connect NSW



28th August How to Generate High Value Business Using B2B Social Media Lead Generation Tactics on LinkedIn Seminar

HKABA NSW Chapter held its event on 28th August 2014, with the topic How to Generate High Value Business Using B2B Social Media Lead Generation Tactics on LinkedIn at Hong Kong House. The Chapter had invited Mr. Jeff Yang, Co-founder of Social Hyper Marketing and SocialGen to be the guest speaker.

The event was opened by the Master of Ceremony, Mr. Phillip Siu, the committee member of HKABA NSW Chapter and followed by a warm welcoming speech addressed by Mr. Richard Hughes, the Vice President of HKABA NSW Chapter.



15th HK Forum Networking Cocktail

We have invited Ms. Bonnie Shek, Director for Australia/ New Zealand of the Hong Kong Trade Development Council as our guest speaker to highlight business opportunities in Hong Kong, China and the 15th Hong Kong Forum to be held in Hong Kong 2nd to 3rd December 2014.

For more details of 15th HK Forum, please visit <http://www.hkfederation.org.hk/forum/forum2014/>



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