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24–26 June 2014
Viaduct Events Centre
Auckland, New Zealand

Hosted by



Media Release

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Unprecedented Trans-Tasman collaboration yields first-ever PMA Fresh Connections in New Zealand

- 1000 visitors and a \$1.3 million boost to local economy anticipated as leading Australasian fresh produce conference and trade show heads to Auckland for the first time in June 2014-

Auckland is set to receive an influx of up to 1000 visitors and an estimated NZD\$1.3 million boost to the local economy in June 2014, thanks to a Trans-Tasman collaboration to bring PMA Fresh Connections, the premier conference and trade show for the fresh fruit, vegetable, and floral supply chains in the Australasian region, to New Zealand for the first time ever.

The Produce Marketing Association Australia-New Zealand (PMA A-NZ) and The Australian Chamber of Fruit and Vegetable Wholesalers (Australian Chamber), the successful partnership behind PMA Fresh Connections since 2011, have joined forces with Horticulture New Zealand (HortNZ) and United Fresh (UF) to create an unprecedented global business-building hub of fresh produce buyers and sellers on New Zealand soil, 24-26 June 2014 at the Viaduct Convention Centre.

HortNZ CEO Peter Silcock says that with the event expected to draw up to 1000 delegates and over 60 exhibitors from across New Zealand and Australia, and as far afield as China, Russia, US, UK, Canada, and the wider Pacific Rim, PMA Fresh Connections is a unique opportunity to put New Zealand and its fresh produce on display.

"Hosting a truly global conference in New Zealand is a fantastic opportunity, especially with horticulture contributing over \$4bn annually to our economy" he said. "By attracting buyers from around the globe to not only meet at this world-class educational and networking conference, but also to visit leading New Zealand companies before and after the event, we can showcase both our wide array of quality fresh products and services, our industry innovation and technology, and even our country."

The first-of-its-kind event for New Zealand will incorporate the long standing HortNZ conference and unite each organisation's community spanning all segments of the supply chain including seed companies growers, packers, wholesalers, government agencies, and industry service providers. A strong retailer presence including Foodstuffs, Countdown, and leading Australian and Asian retailers is also anticipated.

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Michael Worthington, CEO of PMA A-NZ says that collaborating to create a global event in the Australasian region is a win-win for members of the Australian and New Zealand industries.

"It just makes so much sense for the industries to get together with one big event at a world-class venue, rather than having a number of smaller events" he said.

"PMA A-NZ prides itself on connecting, informing, and delivering year-round industry solutions to enhance the prosperity of the Australia and New Zealand fresh produce value chain. As one of our core offerings, PMA Fresh Connections provides the perfect opportunity for businesses across the entire Australasian supply chain to get together on major issues common to all, and to further the trade opportunities not only across the Tasman but also across the whole Pacific Rim."

Paula Dudley, General Manager of United Fresh believes one of the greatest benefits of hosting the event in New Zealand will be the opportunity to share best practices and strengthen networks.

"As New Zealand's pan-produce organisation, United Fresh is pleased to welcome PMA Fresh Connections 2014 to our country, along with the Australian industry. Our conference should provide a great opportunity for constructive Australasian exchange and sharing of best practices, and opportunities to strengthen networks within the fruit and vegetable industry," she said

"It is great to be working closely with HortNZ in co-hosting this event with PMA A-NZ and The Australian Chamber. The conference programme is shaping up well which will help to make PMA Fresh Connections 2014 an excellent event," she added.

Registrations for PMA Fresh Connections open in early March 2014. For more information, or to find out about exhibitor and sponsorship opportunities, please visit www.pmafreshconnections.com.au

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About PMA Fresh Connections

PMA Australia-New Zealand, Horticulture New Zealand, The Australian Chamber of Fruit & Vegetable Industries, and United Fresh (NZ) are combining forces to make PMA Fresh Connections 2014 Conference and Trade Show in Auckland the largest networking, educational and business building event for the entire fresh fruit, vegetable and floral industries throughout Australia, New Zealand, and the Pacific Rim.

Held annually in cities around Australia since 2010, the first-of-its-kind event for New Zealand will incorporate the long standing HortNZ conference in 2014, and unite each host organisation's local and global communities spanning all segments of the supply chain including seed companies, growers, packers, wholesalers, retailers government agencies, industry service providers, and many more.

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Based on the highly successful PMA Fresh Connections events run by the Produce Marketing Association in the US and around the globe, PMA Fresh Connections 2014 will be sure to inspire, impress and address the key issues affecting our industry.

For more about the speakers and to find out how you can innovate, collaborate and thrive in 2014, please visit www.pmafreshconnections.com.au.

For additional information about the host organisations, please visit www.pmafreshconnections.com.au/pages/host-bodies.php



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