



MEDIA RELEASE

RE: PMA Australia-New Zealand “Fresh Connections” Conference 2010
– in partnership with the AFFCO Expo & Ball

Save the date for 2010’s major produce conference of the year: 9th to 12th June 2010

PMA Australia-New Zealand and Australian Fresh Fruit Company (AFFCO) have joined forces to host a combined industry Conference & Expo at the brand new state-of art Melbourne Convention and Exhibition Centre from 9 to 12 June 2010.

This is the first time in Australia two major industry organisations have combined their resources to bring together such an event, which will have many networking and information benefits. Most importantly, it will also be more cost and time-effective for delegates, exhibitors and sponsors.

“PMA believes AFFCO is a good fit for our annual conference” said Michael Worthington, Executive Manager of the recently incorporated PMA Australia-New Zealand. “It makes sense to have delegates, exhibitors and sponsors attending the one venue at the one time. Many topics will be transferable across both organisations, meaning delegates have the potential to gain greater value from attendance at the event.”

Andrew Dick, General Manager of AFFCO agrees. “This is a great opportunity for our members to gain access to a broader range of information in the one place at the one time and vice versa.” AFFCO will still be holding its bi annual horticultural expo over the weekend and of course its annual Gala Ball on the Saturday, 12 June 2009. “The individual events will still be delivered but in a very complementary and innovative way.

The overall highlight of the combined event will include an expanded tradeshow on 10 and 11 June, which will attract expertise, technology and information from both organisations to bring produce and floral marketing to life in the one place at the one time.

THE 2010 CONFERENCE WILL INCLUDE:

- Tour of leading Produce Retailers in Melbourne
- Workshops and demos in the Trade exposition
- Leading industry speakers, covering all the issues affecting the industry
- Networking opportunities and fun social breaks
- Expo & Orchard Tour Field Day

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