

MEDIA RELEASE

The cattle world comes together at Beef Australia 2012

Beef Australia 2012 will bring together cattle industry leaders and innovators from around the world for a week of international trade opportunities, cattle shows and sales, industry seminars, tours of some of the best beef operations in the country, and much more.

Beef Australia 2012 is a celebration of all facets of the Australian beef industry and facilitates new trade and export opportunities by exposing the local supply chain to the global industry leaders.

Held just once every three years in Rockhampton, Central Queensland, the event is Australia's national beef industry exhibition and in 2009 attracted more than 70,000 visitors from 32 different countries.

Located in the heart of Australia's cattle country, Beef Australia 2012 provides a unique opportunity for overseas visitors to develop contacts in the Australian industry and view first-hand not just the beef production systems used on local cattle stations, but also the beauty of the Aussie Outback.

Organisers have developed several special programs to assist international delegates to Beef Australia 2012. Among the services on offer, the Queensland Government will host a free business matching program called "Handshakes", which includes language translation support.

And new to Beef Australia 2012 will be the International Beef Cattle Genetics Conference, which will feature Australian industry leaders and guest speakers from around the world covering the latest in genetic and technical research.

The information and contacts gained at this conference can then be followed up at the Beef Australia 2012 exhibition, where some of the best cattle in the country will be on show.

Visitors from overseas will be given free entry to the Expo, as well as free access to an International Business Lounge. They will also be provided with invitations to a number of high-level industry functions and networking events attended by the leaders of the Australian beef industry.

The Beef Australia 2012 exhibition is not just limited to the show ring, seminar rooms and social functions; Beef Australia 2012 is an event like no other that every cattleman must experience.

Book your place now and be part of Beef Australia 2012 in Rockhampton, Central Queensland, on May 7-12.

- Assistance with travel and accommodation, as well as bookings for pre and post expo tours, is available through Quadrant AgTours at www.quadrantaustralia.com.
- For more information on Beef Australia 2012 and to register as an international delegate to the expo, visit www.beefaustralia.com.au or contact +61 (7) 4922 2989.