

BEEF AUSTRALIA 2012

7-12 MAY 2012

ROCKHAMPTON

AUSTRALIA'S NATIONAL BEEF EXPOSITION



INNOVATION • COLLABORATION • INSPIRATION • CELEBRATION

Every three years the Australian beef industry and their international counterparts meet in Rockhampton, Queensland for a week of innovation, collaboration, inspiration and celebration. Beef Australia 2012, Australia's national beef exposition features national stud, carcass and commercial competitions, several thousand live cattle from over thirty breeds, hundreds of trade displays, dozens of seminars and tours and hospitality second to none.

INNOVATION will be showcased at the International **Genetics Marketplace** which features live cattle, the latest genetics research and developments, a Business Lounge, and technical displays and seminars hosted by Australian and international experts. The Marketplace is designed to put you in touch with the best Australia has to offer from her tropical and temperate adapted beef herds.

COLLABORATION and networking opportunities are led by a free Business Matching Program called Handshakes provided by the Queensland Government in partnership with the Australian Trade Commission. The program provides an ideal opportunity for international enterprises and specialists in the livestock industry to explore business prospects and meet face-to-face with Australian companies. Meeting facilities are available at the Expo along with interpreter services.

If you're aged between 18 to 35 there's a program just for you too – an **International Exchange** called Generation Next between Australia and beef producing countries including Canada, Brazil and the USA. Up to 100 young beef industry leaders from outside Australia can join a tour to attend and work in an official volunteer capacity at Beef Australia 2012.

INSPIRATION from the best minds in the beef industry – both nationally and internationally – can be found at the new **International Beef Genetics Conference** and in the 4 day seminar program. Practical inspiration via a first hand look at the operations of central Queensland's most innovative stud and commercial producers is also available by joining a full or half day property tour while you're at the Expo. And then enjoy the end product in one of the **premium beef restaurants** – we promise you won't be disappointed!

CELEBRATION opportunities include the new Beef Australia Big BBQ where chefs from around the world will be showing their flair at the grill. We make you a promise - be it around the bar, at our Gala Ball or at one of our fabulous functions we'll guarantee you a ticket to a good time.

Register your interest in being an international delegate at Beef Australia 2012 via our website.

www.beefaustralia.com.au



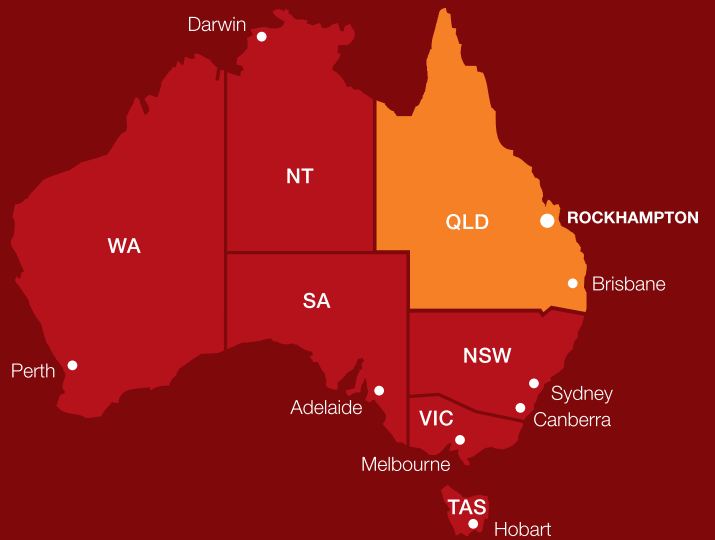


INTERNATIONAL DELEGATE TOUR OPTIONS

QUADRANT AGTOURS
www.quadrantaustralia.com

There are many attractions for international visitors to experience and enjoy before and after attending Beef Australia 2012.

Agtour experts Quadrant Australia deliver a number of premium tour packages for international delegates. Contact Quadrant Australia at www.quadrantaustralia.com for tour options and all your travel requirements. The sights, sounds and beauty of Australia will be remembered by you for many years to come.



CONTACT DETAILS

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