

**Australia's National Beef Exposition**  
7 May to 12 May 2012



**James Lawrence Pavilion  
Bos Taurus Room**

**Thursday 10 May 2012  
8.30 am – 9.15 am**

A new seminar concept for Beef Australia 2012 will give you the opportunity to engage with high-profile industry experts from around the world. Technology will be used to 'import' selected specialists from international locations to the Bos Taurus Room daily between 8.30 am to 9.15 am.

You will see the speaker on large screen TVs and hear his/her commentary, as well as seeing his/her PowerPoint slide presentation with an opportunity for interactive Q&A via internet at the conclusion. On the stage, a facilitator will tie the process together and manage a Q&A session.

**Challenges and Opportunities for EU Beef**



**Jason Strong**

Jason Strong is MLA's Regional Manager for Europe and Russia. He has over 20 years' experience across the beef supply chain.

Previously Jason was Head of New Market Development for Pfizer Animal Genetics based in Brisbane and prior to joining Pfizer, Jason was Manager of the MSA Grading Services.

Jason has a complete supply chain understanding, having owned a stud and commercial cattle property at Gunnedah through to high end butcher shops in Brisbane.

Jason has also been involved in broader industry activities as a Director of the Australian Beef Industry Foundation and as one of the drivers behind the Intercollegiate Meat Judging program.