



PRESS RELEASE

Agribusiness-Connect Asia is awarded a contract to set up and manage a new Southeast Asian regional office for the U.S. Dairy Export Council

Contract awarded for new Southeast Asian regional representation office

SINGAPORE, Tuesday, 8th July 2014. Agribusiness-Connect Asia (ACA) has been awarded a contract to set up and manage a new Southeast Asian regional office for the U.S. Dairy Export Council (USDEC).

USDEC is a non-profit, independent membership organisation that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. It was founded in 1995, and has maintained an office presence in Southeast Asia for around 17 years. ACA, under its former name of Stanton Emms, had been providing ASEAN region dairy market and industry research services to USDEC between 1999 and 2012.

The Southeast Asia region is the second largest export market for U.S. dairy products in the world, under conditions where U.S. export capacity has increased significantly as a result of new investments in dairy farms and processing assets in the USA. USDEC took a decision in 2013 to enhance its current support to its exporter members by seeking to establish a stronger office presence in the region to support the new demands for localised specialist services that arise from:

- new demand growth for dairy ingredients and finished dairy products,
- increased competition to service the growing demand from users and consumers; and,
- increasingly more complex trade policy, regulatory and market access conditions, inclusive of developing impacts from the FTA's of key competitors.

Under the contract, the focus of ACA will be to establish a new regional office in Singapore and a set of supporting regional representatives in the main markets that will be covered by the new office: Indonesia, Malaysia, Philippines, Singapore and Thailand. Due to the complexity of the region's market, competition, regulatory and trade policy conditions, the new office will be run by:

- Tony Emms, as Regional Director – SE Asia Strategy, Market Insights, Policy and Market Access; and,
- Dali Ghazalay, as Regional Director – SE Asia Marketing, Programs and Operations.

Under this management team, ACA will be providing full service office solutions to USDEC and its members. Aside from the provision of regional office representative services, the new office and its team of regional representatives will also be active in:

- analysing Southeast Asia dairy market conditions and providing insights to U.S. dairy global strategy development and marketing programs for the region;
- dealing with USDEC members' inquiries about the region, its opportunities and challenges, especially those members with existing offices in the region;
- providing event management services to USDEC and support for its trade promotions for dairy ingredients and food service products in the region; and;
- monitoring and analysing market access and regulatory and trade policy conditions for U.S. dairy products in the region, inclusive of liaison with relevant U.S. Government agencies in the region.

About Agribusiness-Connect Asia

Founded in 1991 as a Singapore headquartered consultancy, Agribusiness-Connect Asia continues to specialize in its longstanding focus of assisting the senior management of food, drink and agri-food commodity businesses to identify opportunities, develop their businesses, and develop new or expanded markets for their products in the Asian region. Today's goal for our clients continues to be: Connecting you to valuable market opportunities in Asia.

Under our new strategy, we continue to operate with our offices and associates located across the Asian region to support a range of different clients. Our client base continues to include Asian-based companies, multinationals, other foreign companies, international marketing organisations and relevant government departments and agencies.

Our Singapore-based HQ and regional teams include experienced professionals with a variety of complementary backgrounds, industry knowledge, skills and experience that enables us to support client needs in the Asian region. Under our new strategy, our team is also able to effectively represent the interests of companies looking to market their products in Asia through the provision of representation office solutions in the region.

To learn more about Agribusiness-Connect Asia and its services, please visit us at:

www.exporterdevelopment.com

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