



DUMPLINGS TO CHINA

OBJECTIVE FOCUS

- ✓ Increase global market access
- ✓ Reduce red tape
- ✓ Improve management and workforce skills
- ✓ Drive better collaboration

Selling dumplings into China? It seemed unthinkable, but the Industry Growth Centres Initiative helped Melbourne small business, Crazy Dragon™ turn a dream into reality.

In just three years, Crazy Dragon's™ Juy Hepner's world foods business had grown 100 per cent in the Australian market. Recognising this momentum, he set his sights to China — but didn't know where to start.

As a business in one of Australia's six growth sectors, Juy accessed the expertise and counsel of Industry Growth Centre, Food Innovation Australia Ltd (FIAL). Attending export-ready seminars, Juy gained essential information and new relationships that were integral in helping Crazy Dragon diversify and begin exporting.

With FIAL's close support and advice, Juy secured a place at Hong Kong's HOFEX, Asia's leading food and hospitality trade show. The showcase generated 150 new leads and four new international contacts. Three months after HOFEX, Crazy Dragon shipped its first container of dumplings to China.

Crazy Dragon is just one of the many businesses across six sectors unlocking its success with Australia's Industry Growth Centres Initiative. If your business has unrealised potential, now could be your time.

LEARN MORE AT

Industry.gov.au/IndustryGrowthCentres

GROWTH CENTRE SECTOR



ADVANCED
MANUFACTURING



CYBER SECURITY



FOOD AND
AGRIBUSINESS



MEDICAL TECHNOLOGIES
AND PHARMACEUTICALS



MINING EQUIPMENT,
TECHNOLOGY AND
SERVICES



OIL, GAS AND
ENERGY RESOURCES

GROWTH CENTRE INVOLVED



FOOD INNOVATION
AUSTRALIA LIMITED
FIAL.COM.AU

BUSINESS FOCUS



CRAZY DRAGON
MELBOURNE WORLD
FOODS BUSINESS

"For SMEs barriers to entry to export markets are high, and FIAL's training, expert support and events are a major help overcoming these."

— Juy Hepner, Founder, Crazy Dragon™