



ADIA New Exporters' Grant Launched

Local dental product manufacturers will find it easier to find new overseas distributors thanks to a grant program established by the Australian Dental Industry Association (ADIA), the peak business organisation representing manufacturers and suppliers of innovative dental products.

The ADIA New Exporters' Grant provides financial support to emerging local dental product manufacturers to attend the world's largest dental exhibition, IDS Cologne.

"ADIA couldn't be more pleased to support Australia's dental product manufacturing sector in this way. This initiative will help them reach out and develop the contacts necessary to develop overseas distribution networks," said Troy Williams, ADIA Chief Executive Officer.

The ADIA New Exporters' Grant is all about assisting first-time manufacturers better understand the global market for dental products. The grant provides financial assistance for a business to attend the IDS Cologne dental exhibition for the first time.

"Internationally, there is no better platform to meet potential distributors than the IDS Cologne dental exhibition when, every two years, more than 2,000 exhibitors from more than fifty countries gather along with more than 150,000 stakeholders from across the dental community," Mr Williams said.

With a focus on supporting first-time exporters, the ADIA New Exporters' Grant will be of great assistance to those businesses with market-ready products.

"Networking is one of the biggest benefits of attending the IDS Cologne exhibition. The ADIA New Exporters' Grant will help businesses meet in-person representatives of overseas distribution agents. Sure, email communication is a great tool but face-to-face discussions are important when negotiating commercial arrangements," Mr Williams said.

Applications for this year's ADIA New Exporters' Grant close on 31 July 2018 and the recipient will be named on 15 August 2018. The grant will be awarded every two years when IDS Cologne is convened.

The ADIA New Exporters' Grant is one of a number of initiatives to support the research, development, manufacturing commercialisation and export of dental products in Australia.

"This year ADIA will provide more than \$100,000 in grants and financial assistance to researchers involved in product development and to exhibitors at overseas trade shows. It's great to be able to support Australia's dental product manufacturing sector in this way," Mr Williams said.

Information on the ADIA New Exporters' Grant application process can be found online at: www.adia.org.au/for-suppliers/export.grant
Ends.

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