

# Australian agriculture set to benefit from Brisbane innovations event

Brisbane will soon play host to Australia's largest agricultural innovation trade fair, GFIA in Focus (an offshoot of the internationally recognized Global Forum for Innovations in Agriculture), scheduled for 27-28 November this year at the Brisbane Convention and Exhibition Centre. Designed to support the government's ambition for Australian agriculture to become a \$100 billion industry by 2030, the event will promote sustainable food production in what is one of the country's premier states for fruit, vegetable and livestock production. With the QLD government supporting the national government strategy by announcing a doubling of state-wide agricultural output by 2040, the event will showcase hundreds of innovations in sustainable ag-tech across two key sectors: controlled environments & protected cropping and precision agriculture & smart farming. More than 2,000 visitors are expected from across Australia and the Asia Pacific for the two-day exhibition and conference – and the event is expected to drive a host of new opportunities for ag-tech suppliers, investors and food producers. Exhibitors will include some of Australia's best start-ups and innovators, who will display and demonstrate the latest solutions for sustainable agriculture. As David Stradling, Sales Director of One CMG Group, the company behind the event explained, GFIA in Focus is set to be “a great opportunity for suppliers wanting to extend their market position through direct communication with farmers, growers, agribusinesses and distributors across the region.” For agri-food producers, the event will also be an invaluable showcase for hundreds of new products designed to improve productivity. “Whether producers want to increase yields, combat pests or save water, GFIA In Focus will be a rich source of inspiration for solutions that can help improve business processes and efficiency,” Mr Stradling continued. Lord Mayor of Brisbane Graham Quirk described the event as a great opportunity for businesses and entrepreneurs to gain information, advice and connections by hearing from industry experts across the region, while also generating \$2.3 million in economic impact for the city. “This is a significant step forward in the food and beverage production industry for our city. Brisbane is a growing hub for food and agricultural technology innovation, with a reputation for high-quality, clean and green products – and our position as the closest eastern seaboard capital city to Asia provides substantial supply chain advantages within the food production industry. There really is no better place to hold this event than right here in Australia's New World City.” One CMG Group are giving away 2,000 tickets to food producers, policy makers, scientists and investors interested in attending. To register your attendance or to find out more, visit [www.gfiaaustralia.com](http://www.gfiaaustralia.com) Sponsored and supported by Brisbane City Council, GFIA in Focus Australia is also proudly supported by AgriBusiness Australia, Growcom, Society of Precision Agriculture Australia, University of Queensland and Queensland Alliance for Agriculture and Food Innovation. Event details: GFIA In Focus Australia 27 November 2018: 09.00 – 18.00 28 November 2018: 09.00 – 16.00 Brisbane Convention and Exhibition Centre Media Enquiries: C7EVEN Communications Adam Arndell (02) 6766 4513 / 0403 372 889 adam.arndell@c7even.com.au Kate Munsie (02) 6766 4513 / 0421 935 843 kate.munsie@c7even.com.au Photo captions: David Stradling, Sales Director of One CMG Group with James Pateras, Director at Modular Farms, Australia Previous GFIA Event Previous GFIA Event

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