



# MEDIA RELEASE

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## CHINA VISIT TO SPRUIK REGIONAL VICTORIA

Representatives from Regional Cities Victoria (RCV) will join with Premier Daniel Andrews in visiting China to promote regional business and investment opportunities with Victoria's biggest trading partner.

China is Victoria's number one export destination and is worth more than \$20 billion in two-way trade to the state. It accounts for almost a quarter of Victoria's total food and fibre export market, including dairy, beef and wool.

RCV representatives from Ballarat, Geelong, Latrobe, Shepparton, Wangaratta and Warrnambool will join the Premier for a three-day visit to the Jiangsu Province. The trip will be focused on promoting regional investment opportunities with Chinese business and building relationships with regional mayors and government officials.

RCV Chair Cr Rod Fyffe said it's vital that regional Victoria actively promotes regional product to China and other world markets.

"RCV is committed to growing Victoria's regional economy and pursuing opportunities that will attract economic investment for our regions," Cr Fyffe said.

"We need to be at the forefront of driving our local regional produce into Chinese markets – there are opportunities across almost all industry sectors.

"As Victoria's leading trading partner, the potential for investment is huge. It's important that our regional cities establish and foster strong relationships with Chinese business.

"The visit will provide opportunities to connect regional businesses with relevant Chinese contacts, and build the best possible foundation for partnership and investment.

"We've seen previous China visits result in tremendous outcomes for regional Victoria, including some great outcomes for dairy and agriculture in Shepparton and northern Victoria, for example," he said.

CR Fyffe welcomed the Government's decision to extend an invitation to RCV to be involved in the visit.

"As the state's 10 biggest regional cities, RCV is well placed to promote opportunities for investment in regional Victoria. We stand ready to work with the Government in continuing to promote our regional product in China and throughout Asia, whenever the opportunity arises" he said.

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*RCV is a regional leadership group dedicated to building a sustainable Victoria by providing strategic advice, coordination and advocacy to State and Federal Governments to support policies which enable Victoria's regional centres to grow and develop. Comprising Mayors and CEOs of the 10 largest cities in regional Victoria – Ballarat, Bendigo, Geelong, Horsham, Latrobe, Mildura, Shepparton, Wangaratta, Warrnambool and Wodonga – RCV is focused on achieving real change in regional Victoria through policy development and active implementation of those policies.*