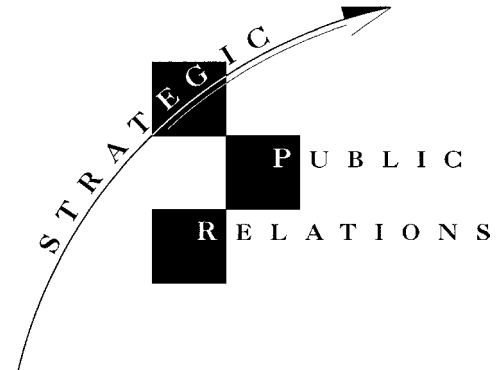


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# MEDIA RELEASE

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FOR IMMEDIATE RELEASE  
April 22, 2003

## **SERVING SOUTH AUSTRALIAN SEAFOOD AND WINE TO CROATIA'S GROWING TOURIST MARKET**

South Australia's signature seafood and wine will be showcased in Croatia in the coming months as part of a continued push by the Australian Croatian Chamber of Commerce to promote bilateral trade between the two countries.

The Chamber, which celebrates its 10th anniversary this year, will also actively market the significant tourism potential of Croatia by hosting Australian media groups in the region.

President of the Australian Croatian Chamber of Commerce, Mr David Tudorovic, said he saw great potential for South Australian food and wine exports in the growing tourist market of Croatia.

"Croatia's Adriatic coast boasted more than 8 million tourists last year, more than the entire number of international visitors to Australia," Mr Tudorovic said.

"That represents significant untapped business potential for local South Australian businesses which, we feel, would prosper through this international exposure."

South Australian exporters being earmarked for participation in the visits include Angelakis Brothers and Vrama Fisheries, Nepenthe Wines, D'Arenberg, the Oyster Bar and education through the Department of Education and Children's Services and TAFE.

"Through these structured visits, we will be promoting Croatia as the gateway to the greater South Eastern European markets of more than 30 million people. Although less developed, these markets provide an opportunity to enter established markets ahead of traditional brands," Mr Tudorovic said.

“We are also working with a number of operators to promote Croatia as a tourist destination, primarily by showcasing the beauty of Croatia’s Adriatic coast through popular television travel shows such as ‘The Great Outdoors’ which will be visiting this month (April).

“Various media groups will also travel to the region in the coming months.”

Among its other activities, the Chamber is looking to secure a stand at the annual Zagreb Autumn Fair to showcase South Australian companies to the South Eastern European market. It also hopes to have a presence at various upcoming Australian travel shows in conjunction with the Croatian Tourism Office and tour operators for the region.

Since its formation on March 4, 1993, the Chamber has hosted numerous delegations from Croatia, represented the community at both State and Federal Government functions and held workshops and seminars.

Major milestones have included the publication of the Business Directory in 1997, contribution to the establishment of the Croatian Community Credit Union in 1999 and the launch of the croatiaSA.com website last year.

The Business Directory provides a contact list of more than 100 South Australian-based Croatian-owned businesses, while the Croatian Community Credit Union provides financial services to the Croatian community within Sydney, Melbourne and Adelaide.

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