



**ALLEGRAVITA**  
 北京乐微塔营销咨询有限公司  
 PR & STRATEGIC COMMUNICATIONS  
 FOR CHINA AND THE WORLD  
 公关传媒·专注中国·服务世界



**Industry & Investment**

NSW Industry & Investment is a division of the Department of Primary Industries, a department of New South Wales state government of Australia. It plays a vital role in the economic development of the state with a focus on the development of innovative and sustainable primary industries across NSW.

Ministerial trade mission to Shanghai World Expo and Beijing: conceptualization, itinerary and event design and execution, government relations, media and public relations, supporting collateral copywriting and design.

NSW I&I engaged Allegravita to provide event design and management, marketing collateral and media support for a primary industries trade development mission led by the Minister for Primary Industries, The Hon. Steve Whan, to Shanghai and Beijing in October 2010.

**OUR PLAN:**

As a member of I&I's steering committee, Allegravita contributed to the development of the trade mission's itinerary and events plan. The mission highlight was a Primary Industries Day in the Australian Pavilion at Shanghai World Expo. The exclusive Commonwealth government endorsed event included speeches by three NSW industry champions amidst a three course lunch that was attended by relevant key influencers from the agriculture, F&B, mining and construction industries, as well as high-level Chinese government leaders.

**IMPLEMENTATION:**

The mission was supported with detailed information booklets on each of New South Wales' primary industries - minerals, agriculture, aquaculture, forestry and scientific research and development. Designed and copywritten by Allegravita from scratch in less than one month, these detailed booklets presented achievements of these industries in NSW, and the investment opportunities available, all in persuasive bilingual (English-Mandarin) copywriting and infographics.



**CASE STUDY: NSW INDUSTRY & INVESTMENT**

Allegravita managed all media and public relations through the mission's itinerary, resulting in excellent quality and quantity of Chinese media clippings. Allegravita was also responsible for government relations management for the Minister, diverse transportation arrangements and ad-hoc Chinese cultural and media training and troubleshooting.

**RESULTS:**

The mission was a success in raising the profile of NSW's Primary Industries in China and exceeding the objectives of the Minister, the Department, the nominated industry champions and the VIP delegates.

