



TIQ GREATER CHINA ACTIVITIES

1 July 2025 – 30 June 2026

This program includes known TIQ activities in the market as of 1 July 2025.

Date	Location	Details
September 2025	Hong Kong	Queensland Avocados Promotion Promotional activities delivered in partnership with Avocados Australia during Asia Fruit Logistica to expand business opportunities for Queensland avocado growers amongst importers, buyers, distributors and retailers in Hong Kong.
October 2025	Shenzhen	Queensland Red Meat Showcase and Promotion A showcase event in partnership with the Shenzhen Bay Marina Club to promote Queensland beef and red meat products to importers, buyers, and distributors in Shenzhen in October 2025 during the Shenzhen Bay International Boat Show.
2-10 November 2025	Shanghai, Chengdu, Chongqing	China International Import Expo (CIIE) Queensland Food and Agriculture Pavilion at the world's largest import-themed trade event, CIIE, to promote package food, beverages, health and wellness products, wines, meat, seafood and fruit to importers, buyers and distributors. TIQ will also organize an optional extension program for Queensland delegates to showcase their products in Chengdu and Chongqing.
Mid-March 2026	Guangzhou, Shenzhen, Hong Kong	Study Queensland GBA Education Roadshow Workshops with education agents and institutional partners focused on boosting recruitment and partnerships for Queensland education providers across the higher education VET, schools, ELICOS and student accommodation sectors.
March 2026	Hong Kong	Queensland Red Meat Promotion A product showcase and networking event in partnership with MLA to promote Queensland beef and red meat products to local importers, buyers, and distributors in Hong Kong.
March 2026	Macau	Taste of Queensland Promotional Event A promotional event in Macau targeting five-star hotels to showcase Queensland food products and grow exports of beef, seafood, fruits and other food products.



Date	Location	Details
April 2026	Beijing, Shanghai	China International Education Exhibition Tour (CIEET) Study Queensland Booth at one of China's largest education events, CIEET, to promote recruitment and partnerships for Queensland education providers in the higher education, VET, schools, and ELICOS sectors.
April 2026	Beijing	Study Queensland Talent Employability Session A Talent Employability Session in partnership with CSCSE to continue to reposition the Study Queensland brand as being employability-focused, promote careers support for students and graduates, and facilitate opportunities for joint programs.
April / May 2026	Shanghai, Beijing	Queensland Clinical Trial Road Show Seminars and business matching events to promote Queensland biomedical research and clinical trial capabilities and potential collaborations with Chinese pharmaceutical companies.
6 June 2026	Shenzhen	Friends of Queensland – Healthcare Industry-focused Alumni Engagement Reception with Queensland education providers, local alumni and members of the local business community in Shenzhen focusing on the healthcare industry and professional networks.

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