

# PRESS RELEASE

17th August 2015



## NASAA GM - Australia-China Industry Leader 2015

*Ben Copeman, General Manager of the National Association for Sustainable Agriculture, Australia (NASAA) picked up the 2015 Industry Leader of the Year award at the South Australia, China and Hong Kong Business Awards held at the Adelaide Convention Centre on Friday 14th August 2015.*

In March 2014, NASAA launched a world first organic trade access agreement designed to enable Australian operators to save thousands of dollars and months of paperwork in exporting their organic products to the growing organic market in China. Previously, to access China, Australian operators were required to pay for Chinese certification inspectors to travel to Australia to inspect the operations, returning their reports after 4-5 months at a cost of up to \$70,000.

NASAA secured approval from Chinese regulators to undertake inspections for Chinese organic certification in Australia and wherever NASAA certified operators are, write the report for Chinese partners to approve the application. This meant a reduction from 120-150 days, down to only 30-40 days, and a considerable cost reduction. The agreement was expected to have a huge impact on the fast growing organic sector, and several NASAA certified operators were able to double their turnover due to access to China.

The ACBC Industry Leader of the Year award is made annually to the individual who has demonstrated creative, innovative and outstanding leadership in developing trade between Australia and China. In his speech nominating Mr Copeman for the Award, ACBC SA President, Sean Keenihan, commented on the level of innovation and creativity NASAA had instigated in developing the Organic Market Access Agreement. He said the Agreement will open the Chinese organic market up for Global competition citing two other international certification bodies that have followed NASAA's lead.

The Australia China Business Council (ACBC) is the premier business organisation dedicated to promoting business and trade between Australia and the People's Republic of China. ACBC is a membership-based, non-profit, non-governmental organisation comprising of a National Office, six Branches, and more than 1500 representatives from over 900 Australian companies who do business with China. Founded in 1973, ACBC actively promotes two-way trade and investment, and economic cooperation and understanding, between the business communities of Australia and China. ACBC plays an influential role as an advisor to the Australian Government on commercial relations with China. More information on the Australia-China Business Council is available at [www.acbc.com.au](http://www.acbc.com.au).

- ENDS

**Further information:** Ben Copeman: +61 8 8370 8455 [ben.copeman@nasaa.com.au](mailto:ben.copeman@nasaa.com.au)

### About NASAA:

The National Association for Sustainable Agriculture, Australia (NASAA) was formed in 1986 and supports the education of industry and consumers on organic, biodynamic and sustainable agricultural practices. NASAA was Australia's first organic certifier. Today, its certification arm, NASAA Certified Organic (NCO), provides certification and inspection services to assist Certified Organic operators access every organic market in the World. NCO certifies more than 1,000 operators in 13 countries, certifying some 11m ha of agricultural land worldwide. It is regarded as the largest certifier of agricultural land in the world.



Australia China Business Council  
澳大利亚中国工商业委员会

### NASAA Ltd

PO BOX 768, Stirling, SA 5152

Tel: +61 8 8370 8455

Fax: +61 8 8370 8381



[facebook.com/NASAAcertifiedorganic](https://www.facebook.com/NASAAcertifiedorganic)



[twitter.com/NASAAorganic](https://twitter.com/NASAAorganic)

[www.nasaa.com.au](http://www.nasaa.com.au)