

SPONSOR: AWX

AWX / AMIC FUTURE INDUSTRY LEADERS AWARD 2013

OBJECTIVE

- ◇ To identify the next generation of industry leaders who will participate in building industry programs for the good of the industry as a whole.
- ◇ Build closer working level relationship between industry and that delivers more commercially relevant programs for the industry.

WINNER RECEIVES

- ◇ \$4,000 cash courtesy of the sponsor AWX – towards the cost of airline tickets and general costs associated with a visit to an MLA export market region for a 7-day review of MLA Programs and the market opportunities and challenges.
- ◇ MLA to cover on-ground costs (accommodation/transport) during a week long visit to the region.

PURPOSE

- ◇ To review MLA programs in a region or area (Japan, Korea, South East Asia, Middle East, North America or Europe), better understand the challenges and opportunities in that region and then contribute that market knowledge to the refinement of MLA co-funded industry programs through membership of the relevant industry taskforce.

KEY ELEMENTS

1. Must be an AMIC member.
2. Must have endorsement from his/her company's senior management.
3. Must have established market experience and knowledge
4. Must make it a priority to attend all meetings of the nominated taskforce either by phone or face-to-face and have the support of his or her company to do so. (AMIC covers interstate airfares).
5. Must have an industry focus rather than an individual company focus
6. Preferably middle management and/or hands on, management control of companies marketing program in the region.

HOW TO APPLY

(Application closing date 26 August 2013)

Potential recipients provide a 2-page letter outlining:-

- ◇ Market region to be nominated.
- ◇ Current market experience in that region and in industry generally.
- ◇ Reasons why they would like to become a regular member of the nominated industry taskforce, contributing to the management and review of industry programs.
- ◇ A vision for the Australian Meat Industry and where he/she see their role in it over the next decade.
- ◇ Application must be accompanied by a letter from senior management of his/her company fully endorsing their participation.
- ◇ Applicants must accept the decision of the adjudicating panel as final.
- ◇ Winner to be announced at the AMIC Meat Industry Conference Gala Dinner September 2013.

AMIC 2013 MEAT INDUSTRY CONFERENCE
RACV ROYAL PINES RESORT, GOLD COAST, QLD
18-19 SEPTEMBER 2013

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Wednesday 17 July 2013