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# PRIME MINISTER

## BOOST FOR AUSTRALIA'S FOOD EXPORT DRIVE

I am pleased to announce the appointment of Mrs Fay McGuigan to the Prime Minister's Supermarket to Asia Council.

Mrs McGuigan is a worthy addition to the Council, which was established in September to remove barriers to greater exports and increase Australia's competitiveness and marketing of food products in Asian markets.

Mrs McGuigan has been the export manager of McGuigan Brothers Wines Limited for the last 10 years. During her tenure with the company she gained an excellent reputation in developing export markets from scratch. She negotiated export agreements in 28 countries and built export sales for her company from nothing into a business of \$16 million a year.

These valuable skills ideally lend themselves to the objectives of the Council, which will benefit from her experience when it next meets on Wednesday 18 December 1996.

17 December 1996