

International Markets Find TAAU Health Food Supplements Easy To Swallow

Taiwan, Singapore and New Zealand are just some of the countries finding Northern Territory's TAAU Australia's health supplements a great rich food source.

Australian Spirulina is a farm-grown alga, with beneficial health food properties. The product grows in pure pollution free ponds, and fed only top quality nutrients in crystal clear mineral water.

"Spirulina is 100 percent natural and highly nutritious micro fresh water plant. It was discovered in South American and Africa in natural alkaline lakes. For centuries this algae has constituted a significant part of the diet of many communities", Manager of TAAU Australia, Bell Huang said.

It's the richest nutrient and complete food source found in the world. It contains over 100 nutrients, more than any other plant, grain or herb. Today, Spirulina is widely used as a good supplement to maintain health, boost energy and reduce weight.

Established in 1996 by Bell Huang, TAAU began exporting in 2001 with the advice and support of Austrade. Since their induction, TAAU has become reliant on international trade for the survival of their business, with almost 100 percent of their products being exported.

"Export is the most important part of our business, without it we would never survive," Ms Huang said.

In 2003 TAAU received the NT Emergency Export Award and were announced as an Australian Export Award finalist, since then the company has reported an increase in company awareness among target markets and subsequent growth in consumer trust.

NT Austrade representative Graham Poon said Austrade could act as your company's global and experienced partner in export.

"Austrade can help you accelerate your first move into all kinds of global markets. In 2002/3 Austrade helped 2,015 companies secure export sales of \$8.7 million," he said.

As highlighted by Ms Huang Austrade provided TAAU with invaluable assistance in the form of useful advice and support about the business of exporting, especially when the company was trying to move into new overseas markets.

"Austrade provided invaluable assistance for our company," he said.

Meanwhile, TAAU has not only found benefit with increased business with the help from Austrade, but they have also been able to directly contribute to their local community through export.

"In the past seven years our company has provided more than one hundred jobs for the local workforce," he said.

Mr Poon said Austrade would continue to support exporting companies find new business.

"Austrade works alongside businesses to ensure they continue their international success by developing ways in which you can get the most out of current overseas opportunities," he said.

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