

Video Transcript: Heidi Dugan

Hi, my name is Heidi, my name is Heidi, my name is Heidi. I get the opportunity to work alongside some of the best chefs in the world. The food is always pretty much going to be great. They expect a certain standard and if it's coming from Queensland, they're going to get it. Queensland has got so many incredible things. It's just this incredible feeling of potential. I was a budding actress and I wanted to go and see the rest of the world, had an opportunity to come and study international trade in China.

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It was an incredible experience.

I became the first foreign TV host in China and then we set up my TV show *You Are The Chef*, which has become an iconic show.

It's very much a cult show that has been running for 20 years now.

Food is incredibly important to the Chinese person's day and when they're not eating, they're talking about food they really trust in the Queensland brand. We've got such an incredible reputation, but there's so much opportunity that's just not tapped into.

Queensland has sat very confidently humming along and now it's time. Any company that wants to come into China, it can be an incredible experience and it really is still the best opportunity to expand to the Asian markets and also to the rest of the world. China's so different, they're so connected and everything is just so fast. When Queensland companies come to China, they need people on the ground like Trade Investment Queensland to tell them what's happening and align what they're doing in Australia to this market. The story is so important. We love our products, we love our service, we love our brands, but when they can get, you know, that story and they can connect with it, then you've just got magic.