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Title:

Statement: Wool promotion at Moscow trade fair

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STATEMENT

from the Premier

Date June 30, 1976.....

Embargo.....

State Administration Centre,
Victoria Square, Adelaide,
South Australia 5001
227 2688

WOOL PROMOTION AT MOSCOW TRADE FAIR.

Australia's largest wool processor and merchant, the South Australian based Michell Group of Companies, is further promoting trade relations with Russia and other Comecon countries through taking part in this month's (July) international trade fair in Moscow.

The Premier, Mr. Dunstan, said today that Michell had been selling processed wools to the Soviet Union for some years. Last year, the Group appointed a special trading manager, based in Europe, to service the Comecon areas.

"The importance of Australian wools in the Eastern European Bloc has become more significant in recent years through the greatly increased purchases of our greasy and processed wools. In fact, Russia is now one of the largest buyers of Australian wools and her purchases have been heavily supported by buying from other Comecon countries", Mr. Dunstan said.

The Premier said South Australia's trading relations with Russia were continuing to improve, as there was now more understanding and co-operation between the two countries, and a keenness by Australian firms to develop the marketing opportunities available.

Michell has recognised the need for ensuring the closest liaison with the Comecon areas through the appointment of Mr. G.N. Keynes as trading manager for Eastern Europe.

Mr. Keynes will be attending the Moscow trade fair in which Michell will have a large display of its wool products and a graphic pictorial exhibition showing the stages of processing wool from its greasy state to finished wooldtops. In addition, the Company will provide promotional material, printed in Russian, on the Australian wool textile industry.