



# Wellard

MEDIA RELEASE  
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## INTERNATIONAL TRADE EXPERT APPOINTED BY WELLARD

Leading livestock exporter Wellard Rural Exports has appointed international trade expert Henry Steingiesser as its International Business Development Manager to create new market opportunities for the company and its livestock suppliers.

Mr Steingiesser was formerly the Executive Director of Food and Trade Development at the WA Department of Agriculture and Food, and has extensive international experience in trade development throughout South America, the Middle East and South East Asia.

He also has management experience in dairy farming, vegetable processing and agribusiness consulting, and was previously export manager for Clover Meats in Western Australia.

Wellard Rural Exports managing director Steve Meerwald said Mr Steingiesser's expertise in the creation of strategic international market alliances would prove invaluable in the development of new clients and markets for Wellard.

"Henry's appointment will be good for Wellard and its sheep and cattle suppliers, as well as the Australian livestock industry in general," Mr Meerwald said.

"His international trade knowledge and contacts at both government and company level are without peer."

As the executive director of Food and Trade Development at the WA Department of Agriculture and Food, Mr Steingiesser was responsible for attracting investment in the agribusiness and food sectors and developing strategic export market alliances, supply chain management, market intelligence and developing overseas projects with Australian capacity.

Mr Steingiesser said he was looking forward to rejoining the private sector, and utilising his trade promotion skills for the benefit of Wellard Rural Exports and its clients.

"Opportunities exist all around the world to capitalise on Australia and New Zealand's reputation as the world leaders in animal production and transport," he said.

"And I will be working hard to use my contacts and expertise to ensure Wellard can capitalise on those opportunities."

Working from Wellard Rural Exports' Fremantle headquarters Mr Steingiesser, who speaks eight different languages, will liaise closely with the company's overseas-based Middle East and North Africa Marketing Manager Annibale Cassar.

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Mr Meerwald said Mr Steingiesser's appointment, combined with the June launch of Wellard Rural Exports' innovative dairy heifer contracts and the launch later this year of the first of two new livestock vessels, was indicative of Wellard's dedication to the live export industry's future as well as the company's commitment, passion and the courage to innovate.

**For further information please contact:**

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**About Wellard Rural Exports**

Wellard Rural Exports has supplied quality Australian dairy and beef cattle and sheep and goats to the world for more than 25 years. Based in Fremantle, the company's operations cover every aspect of the export chain, including feed and high fibre milling, road transport, feedlot facilities and modern shipping.

Wellard has priority access to the most modern fleet of livestock carriers on the ocean through its association with Siba Ships. The company's flagship carrier, the MV Becrux, is a purpose-built livestock carrier capable of carrying 75,000 sheep or 14,000 cattle from Australia to major markets around the globe. She was commissioned in 2002.

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