Swisse Wellness wins E-Commerce Exporter of the Year

MELBOURNE, AUSTRALIA. 03 DECEMBER 2019. Swisse Wellness has been named E-Commerce Exporter of the Year at the 57th Australian Export Awards. The Awards, which took place at Parliament House, Canberra on Tuesday 3 December, recognise the top exporters and investors across the country.

Since 2014, Swisse has been developing exports with Australian made products of the highest quality. This is the first time Swisse has won the award, beating 93 other finalists and some of the country's top exporters in the technology and services sectors.

Nick Mann, Swisse Wellness Managing Director ANZ, said the award recognises the hard work put in from the team, thanked the brand's customers and supply partners for their support.

"We're honoured to win E-Commerce Exporter of the Year. A huge thank you to all of our wonderful team members at Swisse – this is further acknowledgment of the passion put in each day – and to our fantastic customers and supply partners. Thanks also to Australia Post for sponsoring the award and to Global Victoria and Australian Trade and Investment Commission (Austrade) for their support as we continue to boost exports and open new markets."

Swisse Wellness was founded in 1969, grown from a small shop in Melbourne into a globally recognised wellness brand with a portfolio of more than 150 vitamins, supplements, functional food and natural skincare products. The company exports to China, Italy, Korea, the Netherlands, New Zealand, Singapore, Switzerland, the UK and the US. In 2018–19, exports made up 48% of revenue. In 2018, Swisse was the number one imported brand for nutrition and health food in China. It was also named by Alibaba's Tmall International as the most popular and highest selling imported foreign consumer brand – across all consumer industries – during the 'Singles Day' e-commerce shopping festival in China in 2017 and 2018. In 2018, Swisse's China revenue grew by more than 60% to over $300 million.

Simon Birmingham, Australian Minister for Trade, Tourism and Investment, said the awards acknowledge the huge contribution exporters make to the country.

"This year's awards recognise the enormous contribution exporters make to Australia, with the 94 finalists employing over 34,000 Australians and generating more than $7.8 billion in export sales.

This year's award winners are from the city, outback and bush, and span a range of sectors from businesses exporting designer mattresses, essential oils, aerospace parts and animation services," Minister Birmingham said.

Dr Stephanie Fahey, Austrade CEO, says the Australian Export Awards are an opportunity to recognise the success of Australian businesses in taking their produce, products, technology and services to the world.

"The 57th Australian Export Awards, co-presented by Austrade and the Australian Chamber of Commerce and Industry, recognises and honours Australian companies engaged in international

business who have carved out opportunities in a highly competitive global trading environment through their creativity, determination and leadership," said Dr Fahey.

Martin Pakula, Australian Minister for Jobs, Innovation and Trade, says that the awards indicate goods and services from Victoria are sought after around the world.

"These figures and awards show that our companies are increasingly successful in selling into international markets and we'll keep backing them because it means more jobs for Victorians.

From our innovative farmers to the booming medical technology and pharmaceutical sector, Victorian goods and services are in high demand on the world stage."

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