OPPORTUNITIES FOR BUSINESS

Trading with Asia

Keys to Success and Growth

As Australian businesses strive to remain competitive in this difficult global environment, companies are seeking to take advantage of the opportunities arising from emerging markets.

Asia remains the only region with sustained growth during this current economic downturn, but it can be a complicated and challenging market if you don't have the keys to success.

Join our expert speakers to learn practical tips on how to orient your business to take advantage of trading with the fastest growing region of the world. You will learn the essential knowledge needed to navigate through the complexities of trading with Asia including: intellectual property right protection; cross-cultural business relationship management; export growth potential from the new Australia-ASEAN-New Zealand Free Trade Agreement market (worth $83 billion already); and how to access export market development assistance.

Keynote address: The Hon Anthony Byrne, Parliamentary Secretary for Trade

The Parliamentary Secretary will be joined by our expert panellists:

- **Justin Howden**, Managing Director, Marketing and Investment Partners Pty Ltd with tips to successfully manage cultural differences in the Asian business context
- **Eunika Janus**, State Outreach Manager, IP Australia on how to protect intellectual property rights abroad
- **Louise McGrath**, Ai Group Trade and Development Manager to discuss tools and strategies to improve successful market entry

PROUDLY SUPPORTED BY

Australian Government
IP Australia

WHEN

Tuesday 16 February 2010
12 midday to 2pm
(includes plated lunch)

WHERE

Sheraton on the Park
161 Elizabeth Street
Sydney

COST

$115 member
$100 additional member
$165 non-member
$150 additional non-member
(all prices GST incl.)

Enquiries should be directed to
Jackie Webeck
Telephone 02 6233 0712
Email jackie.webeck@aigroup.asn.au

REGISTRATION

Fax or post to: Jackie Webeck, Australian Industry Group, PO Box 4986, Kingston, ACT 2604
Teephone 02 6233 0712 Fax 02 6233 0799 Email jackie.webeck@aigroup.asn.au

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