



The Premier's Asia – Tasmania Forum

Ensuring a place for Tasmania in the Asian Century

Tuesday 26 November 2013

Hotel Grand Chancellor, Hobart

- Do you want to explore the many opportunities that Asia holds for your business or organisation?
- Do you want to know how to pitch to the Asian market, increase your knowledge of Asia or mobilise networks to help?
- Do you have experience in building relations with Asia to share with others?
- Are you playing a role preparing young Tasmanians to embrace the opportunities of the Asian century?

Participants in this forum - from business and the wider community - will continue the discussion on how to position the state to take advantage of Asia's rise, building on the Tasmanian and Australia governments' White Papers on the Asian Century and the Premier's recent Asian Trade Mission

The Premier's Asia – Tasmania Forum will provide you the opportunity to share experiences and learn more about:

- Identifying, building and facilitating business and investment relationships in Asia
- Identifying business and investment opportunities in Asia
- How mastering social networks can deliver you more Asian customers
- What the Asian tourist is looking for you to deliver
- Building Asian awareness
- Australia's approach to trade agreements
- Selling your services to Asia



Event Schedule

MC: Keryn Nylander – Principal, Nylander Consulting and Company Director on various boards

Session 1: Opportunities In Asia Plenary Session

- Opening address from Premier Lara Giddings
- Opportunities in Asia: George Iwan Marantika - President Indonesia Australia Business Council, Yogyakarta
'Indonesia - more than beef, boats and Bali'
- Tasmanian businesses doing business with Asia case studies including Bridestowe Lavendar Estate, Novaris and Brown Brothers.

Session 2: Business Lunch

- Key note speaker: David Thomas - CEO and Founder, Thinking Global Consulting
'Asia - Changing the game for Australia'

Session 3:

- Presentation: Bradley Armstrong – Australian Government Trade Negotiator
'Trade negotiations and closer economic ties within the ASEAN region and Indonesia'
- A series of concurrent practical and informative sessions led by national and international leaders in their field on doing business and interacting with Asia including:
 - > Asian Tourism – Are you ready?
 - > On-line marketing to China
 - > Mobilising networks to build Asia awareness
 - > Selling services to Asia
 - > Tasmania's creative offering and what Asia wants

Networking and refreshments

To register:

- [Click here to register](#)

Eventbrite[®]

or go to
www.business.tas.gov.au/asiatasmaniaforum

Cost:

- \$150 per person to participate in the full day program
- \$95 per person to participate in the Business Lunch and key note speaker session only

For more information contact Business Tasmania on

Phone 1800 440 026

Email ask@business.tas.gov.au

Web business.tas.gov.au

Supported by:



Australian Government
Austrade



Australian Government
Department of Foreign Affairs and Trade

