

Hilltops Regional Export Summit

9am—3.45pm, Friday, May 13, 2016

Flamingos, Young Services
Club, Cloete Street, Young

A partnership between

Admission: **FREE**



Department
of Industry



Could your next market be in Asia?

- 9.00 - 9.30am Registration and Welcome by Mayor, Brian Ingram, and Chairman, Council Economic Development Committee, Ian McAlister
- 9.30 - 11.00am Understanding Asia – Richard Beere, Fastrak Asian Solutions
- 11.00 - 11.30am Break
- 11.30am-1.00pm Selling to China – Richard Beere, Fastrak Asian Solutions
- 1.00 - 2.00pm Lunch
- 2.00 - 3.30pm **The realities of China**
- Canberra Airport – Noel McCann
- Joint presentation by NSW Business Chamber and NSW Farmers Association - Export Growth China - finding authentic Chinese buyers for your products and services – Jonathan Tuckfield (NSW Farmers) and Edith Bowskill (International Trade Adviser, NSW/Australian Business Chamber)
- Wayne Murphy, Senior Export Adviser, International Branch, NSW Department of Premier and Cabinet, Wagga Wagga
- 3.30 pm to 3.45pm: Wrap

RSVP essential to General Manager's Secretary, Leanne Hardy, by COB Monday, May 9, 2016, this will assist with catering, phone 6380 1200 or e-mail: mail@young.nsw.gov.au.

Summit information overleaf

Richard Beere—Fastrak Asian Solutions



Richard has spent nearly half his professional life (over 30 years) working and living in Asia in senior management positions with responsibilities covering the broader Asian region from Japan to India. This involved 3 years living in Japan, 2 stints in Singapore of 4 and 7 years and 4 years in Hong Kong. Richard was part of the team that succeeded in making Australia the first western nation to gain Approved Destination Status in China and instrumental in the Development of Tourism Australia's current China Development Plan. He is a "facilitator" by nature and is motivated by thinking outside the box. His business experience provides him with a powerful and unique set of skills, experience and attributes including international business, multi-market cultural understanding, Government and commercial arenas, strategy, management, marketing and communications. In 2011 he received the Outstanding Individual Contribution to the Industry Award from the Tourism Export Council (ATEC) in recognition of his efforts, especially in regard to Asia.



Noel McCann—Canberra Airport

Noel McCann is the Director of Planning and Government Relations for Canberra Airport. In his position he works extensively with government, property economics and land use planning and growing region. Noel will inform the summit audience of the huge opportunities opening up to producers across this region, to find new markets and consumers for their



products in Asia, with transport directly from Canberra. This is particularly relevant to time sensitive freight such as fresh produce. In addition he will expand on the enormous potential for Tourism into the region as passenger flights get underway in September from Singapore and New Zealand.



Jonathan Tuckfield, NSW Farmers and Edith Bowskill, International Trade Adviser, Australian Business Chamber



Jonathan is the Regional Services Manager in Central NSW for the NSW Farmers Association - Australia's largest state farming organisation and the peak representative body for farm business in NSW.



Edith has 7 years experience in International Trade. She has assisted numerous clients, from small owned entities to larger multi-nationals with all aspects of their international journey.



Wayne Murphy - Senior Export Adviser, NSW Government

Wayne has over 13 years experience with cargo and air freight including with Ansett International and FedEx. He has been an Export Adviser with the NSW Government since 2008, based in Wagga Wagga and has just returned from Australia Week in China which included visits to Guangzhou, Chengdu, Shanghai. Wayne will be sharing his insights from this recent visit.

