



Growth of the Middle Class in Asia - are there opportunities for the Sunshine Coast?

Within a few years Asia will be the world's largest producer and consumer of goods and services.

An increasingly wealthy and mobile middle class is emerging in the Asia region, creating new opportunities. Demand will increase for a diverse range of goods and services, from health and aged care to education, household goods, tourism, banking and financial services, as well as high quality food products.

Thursday 11 April 2013
3pm - 6pm

Innovation Centre
Sippy Downs Drive
University of the Sunshine Coast
www.scbusinesscouncil.com.au

Why You Should Attend:

- Understand the nature of 'middle class' demand for goods and services from the Asia region
- Determine the capacity for Sunshine Coast businesses to pursue potential trade and investment opportunities
- Recognise the challenges of doing business in the Asia region
- Understand the nature of investment markets and the challenges in attracting international investment and trade into regions such as the Sunshine Coast
- Gain an unbiased view of the opportunities and challenges of increasing trade and investment with Asia

Hear from International & National Business Leaders along with original research presentations including:

- The Hon, Jarrod Bleijie, Attorney General and Minister for Justice, Qld
- Mr Ted Pretty, Group Managing Director & CEO Hills Holdings Limited
- Mr Andrew Foo, Vice President Singapore Australia Business Council
- Ms Nussara Smith, Director Overseas Market Development: Asia, Trade and Investment Queensland
- Mr Gwyn Jarrott, Sunshine Coast Business Council



Event Sponsored by:

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TAFE

FORUM PROGRAM

Master of Ceremonies: Mark Furler

Thursday, 11 April 2013

Innovation Centre, Sippy Downs Drive, University of the Sunshine Coast

- 2.30pm Registration and tea/coffee on arrival
- 3.00pm **Welcome**
Ms Sandy Zubrinich, Chair Sunshine Coast Business Council
- 3.05pm **Introduction to the Forum**
The Hon. Jarrod Bleijie, Attorney General and Minister for Justice, Queensland
- 3.25pm **Presentation of Research**
Mr Gwyn Jarrott, Sunshine Coast Business Council
- 3.45pm **The 'Hard Truths' from Singapore Perspective: How can the Sunshine Coast compete?**
Mr Andrew Foo, Vice President of Singapore Australia Business Council
- 4.10pm **What does the Sunshine Coast need to do to successfully trade and do business with Asia?**
Ms Nussara Smith, Director Overseas Market Development: Asia, Trade & Investment Qld
- 4.35pm **What are the challenges of competing in a global market place and what could be the key differentiators for the Sunshine Coast?**
Mr Ted Pretty, Group Managing Director & CEO Hills Holdings Limited
- 5.00pm **Panel Discussion - How can the Sunshine Coast embrace Asian investment and trade?**
Chaired by Mark Furler
- 5.30pm **Summary of proceedings**
Craig Matheson, Manager Economic Development Branch, Sunshine Coast Council
- 5.40pm **Close and drinks**

Cost: \$44 members \$55 non-members

RSVP COB Monday, 8 April 2013

All prices are inclusive of GST. To register, please return this completed form with payment by the RSVP date to: Sunshine Coast Business Council. PO Box 1312 Maroochydore Qld 4558, (Fax) 07 5444 3909 or (Email) info@scbusinesscouncil.com.au

If paying by EFT:

Account Name: Sunshine Coast Business Council
 Bank: Suncorp
 BSB No.: 484799 Acct no.: 162571366
 Reference: AF and *Surname*

REGISTRATION/TAX INVOICE – PLEASE COMPLETE DETAILS BELOW AND RETURN VIA POST, EMAIL OR FAX

Name:		Company:	
Address:			Postcode:
Phone:		Fax:	
Email:		Member/Non-member	
Name/s of attendee/s:			
<input type="checkbox"/> Cheque (Made payable to Sunshine Coast Business Council)		<input type="checkbox"/> EFT. Please charge my: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard	
		Amount: \$	
Card no.:	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Expiry date:	<input type="text"/> <input type="text"/> / <input type="text"/> <input type="text"/>
		Verification No.	
Cardholder's name:		Signature:	

Cancellations must be notified in writing five (5) days prior to the event. Refunds for cancellations after this date will not be provided. This registration form converts to a tax invoice upon full payment. A 1.6% surcharge applies to all Visa and Mastercard payments.
 Sunshine Coast Business Council ABN 99 680 681 766.