

INVITATION:

Technology: Bridging the global gap

Where would your export business be without technology?

The advancement and use of technology has allowed Australian companies the opportunities to compete on an equal footing in a global market. Technology is bridging the gap to going global, be it marketing/ online sales/financial solutions/ customer relations or creating the world's leading technology solutions.

This event will help you to understand and implement technological solutions to streamline your export process. A panel of leading experts will share their knowledge to show you how to save money and time as part of your international business strategy.

Why attend?

- **Marketing:** With 1.7 billion users of the internet worldwide your marketing just got a whole lot easier! Learn how to tap into the World Wide Web and Social Media.
- **Finance:** learn about how developments in trade finance can help you manage your finance solutions
- **Logistics:** use technology to manage your global supply chain
- **Documentation and compliance:** how you can change the way you process your export documentation, compliance and shipping all ONLINE!

Expert Panel

- John Townsend, CEO – TridentGLOBAL
- Tony Bell, Head of Supply Chain Finance QLD – National Australia Bank
- Gail Geronimos, Founder – Achaeus Group
- Michael Price, Sales Manager – Schenker

Moderator

Nick Giurietto, Marketing Director – Export Finance and Insurance Corporation

Details

- Date:** Tuesday 14 September 2010
- Time:** 7.30-9.00 am
- Venue:** BTP Technology & Conference Centre, Brisbane Technology Park
1 Clunies Ross Court (off Miles Platting Rd), Eight Mile Plains
- Cost:** ALEX members: \$20.00 or non- members: \$30.00
Table of ten: \$200.00. Price includes GST and plated breakfast
- RSVP:** Please complete the attached registration form and return to Lisa

McAuley



Australian Institute of Export
driving excellence in international trade

REGISTRATION FORM

Return to Lisa McAuley, National Events Manager
Fax to: 02 9251 6492 / **Email:** lisamcauley@aiex.com.au
Mail: GPO Box 1076, Sydney NSW 2001

Name:		Position:			
Company:					
Address:					
Phone:		Fax:		Email:	
Please reserve me <input type="checkbox"/> places for the event on the 14 September 2010 <input type="checkbox"/> Number of AIE members at \$20 each <input type="checkbox"/> Number of Non-Members at \$30 each <input type="checkbox"/> Table of 10 at \$200 (All prices include GST)					
Please note the names of guests attending below including full name and company:					

I enclose a cheque made payable to Australian Institute of Export or

Please charge my credit card for the amount of: \$ Visa MasterCard
• Please note that the AIE does not accept Amex or Diners

Card Number		Expiry Date:	/
Cardholders Name:			
Signature:			

I have forwarded the payment to the account of: The Australian Institute of Export:
BSB: 032 000 Account No: 565 526

This document will be a tax invoice for GST when you make your payment
Please note that event cancellations made 3 days prior to the event will not be refunded
ABN: 98 004 378 287

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