



INVITATION: Technology, Bridging the global gap

Opening of 2010 CCIWA International Trade Day

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.

The event will also open CCIWA International Trade Day, an annual mini information fair for exporters and importers. Key government agencies, service providers and industry bodies will provide Western Australian exporters and importers with information and advice on all aspects of exporting and importing.



Guest of Honour: Hon Bill Marmion MLA, Minister for Commerce, Science and Innovation

Bill is a former Senior State Government Executive with a successful track record of negotiating and liaising, on behalf of the State Government of Western Australia, with industry, State and Commonwealth Departments, State and Commonwealth Ministers, peak bodies, minority groups, the community, and individuals, on a range of issues.

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
- **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 Hebbard, Head of Supply Chain Finance- National Australia Bank
- Simon Ackland, Managing Director- SMI Business Impact

Moderator

Nick Giurietto, Marketing Director- Export Finance and Insurance Corporation

Details

Date: Thursday 26th August

Time: 7.30-9.00am. Registration from 7.15am

Venue: Chamber of Commerce and Industry of Western Australia,
180 Hay Street, East Perth

Cost: FREE- including breakfast

RSVP: Lisa McAuley- lisamcauley@aiex.com.au or 02 8243 7400

