



Australian Government
Austrade



Seminar Series

Women in Global Business 2010.

Connections. Strategy. Success.

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Prosper.

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Austrade and Westpac invite you to be part of the fourth national seminar series focused on women in global business.

Use this half-day seminar to make the right connections and become involved in Austrade's newly focused Women in Global Business Program.

The initiative aims to encourage, advance and support women achieving international business success.

Last year over 700 participants from business, government and industry benefited from these sessions. Ensure you are part of this growing momentum in 2010.

Seminar details

Perth, Thursday 11 March 2010

9:00 for 9:30 am start - 12:00pm

CCIWA (Chamber Commerce & Industry WA)

Function Room 1, Level 4

180 Hay Street, East Perth

Cost: \$50 per person.

Why attend?

- Build networks that can help you grow your business.
- Learn from other women's experiences: Hear from local case study speakers and prominent international business women.
- Consider strategies for growth through outward or inward investment and/or developing export markets.
- Hear about the business opportunities and challenges that exist in tapping into global supply chains.
- Gain first-hand insights from Austrade Trade Commissioners on the ground in regions around the world.

Austrade's Women in Global Business Program

This program aims to bring together women involved in international trade and investment across Australia and help them to better develop business opportunities.

[Click here](#) for further details.

See over for speaker details then secure your spot online: www.austrade.gov.au/WIGBSeminars

Program

9:00	Registration, coffee & networking	Local Case Study Speaker	Local Case Study Speaker
9:30	Welcome and introductions	Video Postcard - Singapore Ms. Jessica Tan Soon Neo, Managing Director, Microsoft Singapore, and Member of Parliament, Singapore	Video Postcard - USA Theresa Loar, Senior Vice President, International Programs, CH2MHILL.
	Chinese Women in Power Liu Bing, Trade Commissioner, Austrade Guangzhou		Peru & Australia: Partners across the Pacific Ines Fernandini, Senior Business Development Manager, Austrade Lima
	Video Postcard - China Ms Mingzhu Dong Vice-Chairperson of the Board President, Gree Electric Appliances	10.20 Morning tea / networking	Panel Q&A
		New Zealand, ASEAN, India: Sisters on the new spice route Kirsten Sayers, Senior Trade & Investment Commissioner, Austrade Singapore	12.00 Finish

Speaker profiles



Liu Bing, Trade Commissioner, Austrade Guangzhou, China

Since joining Austrade in 2001, Bing has held the roles of Senior Business Development Manager and Senior Investment Director in Beijing, and currently Trade Commissioner in Guangzhou. Over these 9 years, Bing has developed a detailed understanding of business operations for Australian companies in China. Bing also has broad industry experience, having worked with companies in mining, building and construction, agribusiness, ICT, education and training, biotech and clean technologies, and is now the team leader for the China ICT Health and Biotechnology team.



Kirsten Sayers, ASEAN Investment Commissioner, Senior Trade & Investment Commissioner, Singapore

Kirsten has previously held diplomatic and commercial appointments in Paris, Bangkok and Taipei, and senior positions in the private and public sectors in Australia. Before joining Austrade, Kirsten was a commercial solicitor specialising in Asian and international trade law. Kirsten speaks French, Mandarin, Norwegian, Swedish and Vietnamese to various degrees, and recently led the Australian delegation to the APEC Womens Leaders' Network Meeting 2009.



Ines-Fernandini, Senior Business Development Manager, Austrade Lima

Inés has worked for Austrade for almost 7 years, based in Peru. She is responsible for driving growth strategies for the mining and energy industries and supporting Australian companies seeking to export or invest. Previously Inés was responsible for the education sector and was instrumental in building the Peruvian education market for Australia from 40 students per year to more than 1,500. In June 2009, Ines represented the Australian Government at a Women's in Business APEC meeting, presenting Australian perspectives on women in business.



Leanne Preston, CEO, Wild Child Pty Ltd

Wild Child is a Western Australia-based company that develops safe, natural, health care products for the whole family.

Wild Child was founded in 1997 by mother-of-three Leanne Preston in the lounge room of her Margaret River home. Since then, Wild Child has become a multi-million dollar, global exporter, its products available throughout Australia, New Zealand, and 14 countries across South East Asia, Europe and more recently in the USA.

Having won several awards for export and business excellence, Leanne is a passionate advocate of the need to build businesses which make a real difference.



Mary Nenke, Cambinata Yabbies

Mary is the manager / joint-proprietor of the family business, Cambinata Yabbies, established in 1991 on their farm at Kukerin. The business

processes, markets and exports yabbies purchased from hundreds of farmers across the wheatbelt, value adds both yabbies and abalone, creates and markets gourmet foods, organises and runs Cambinata Extravaganza to profile the region and welcomes hundreds of tourists annually.

In 2007 Mary was made an Australian Export Hero and received a WA Citizen of the Year Award for Regional Development. In 2000 she was the inaugural Western Australian winner of the RIRDC Rural Women's Award.

Register online at www.austrade.gov.au/WIGBSeminars or call 13 28 78.