

Foreign Affairs, Defence and Trade Legislation Committee
QUESTIONS ON NOTICE — 2015-16 ADDITIONAL ESTIMATES
Austrade

ADDITIONAL MATERIAL PROVIDED TO THE COMMITTEE

QoN	Senator	Additional Material Provided to the Committee
3.	Wong	<p>Indonesia Australia Business Week (IABW)</p> <p>List of Registered IABW Delegates</p> <p><u>IABW Programs</u></p> <p>Resources and Energy</p> <p>Advanced Manufacturing – Automotive Aftermarket</p> <p>Agriculture – Food Sustainability Partnerships</p> <p>Education – Transnational Skills</p> <p>Healthcare and Seniors Living</p> <p>Infrastructure – Urban Sustainability and Transport Connectivity</p> <p>Premium Food and Beverage</p> <p>Tourism</p> <p>Infrastructure Policy and Financial Services Dialogue</p>
6. 104.	Wong	<p>Free Trade Agreements (FTA) Advertising Campaign</p> <p>Final Campaign Tracking Report</p> <p>Media Performance Report</p>
8.	Gallacher	<p>Advanced Manufacturing Plan</p> <p>Austrade Advanced Manufacturing Plan</p>
9.	Brown	<p>Survey of Tourist Accommodation</p> <p>ABS Proof of Concept Report</p>
102.	Wong	<p>Australia United States Business Week (AUSBW)</p> <p><u>AUSBW Programs and Delegates</u></p> <p>Agribusiness and Food Science</p> <p>Digital Technology</p> <p>MedTech</p> <p>Resources and Energy</p> <p>Tourism</p> <p>AUSBW Business Dinner</p>

List of Registered IABW Delegates

Contact	Organisation	Delegate Category
Aaron Rigano	TAFE SOUTH AUSTRALIA	IABW 2015 Education - Transnational Skills Stream
Aat Kaswati	Indonesia Institute	IABW 2015 Education - Transnational Skills Stream
Abid Khan	Monash University - Faculty of Law	IABW 2015 Education - Transnational Skills Stream
Adam Mee	Virgin Australia	IABW 2015 Tourism Walkabout
Adam Worthington	Macquarie Capital (Hong Kong) Limited	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Afriyadi Harol	Trade and Investment Queensland Representative Office	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Ainsley Emmerton	Quebec Citrus	IABW 2015 Premium Food & Beverage Stream
Alan Manly	GROUP COLLEGES AUSTRALIA PTY LTD (HO)	IABW 2015 Education - Transnational Skills Stream
Alex Harvey	Macquarie Group	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Alistair Brown	Harrowsmiths International Pty Ltd	IABW 2015 Premium Food & Beverage Stream
Allen Clennar	Standard Chartered Bank (Sydney, Aust HQ)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Alphonse Fernandez	Relay Monitoring Systems Pty Ltd	IABW 2015 Resources & Energy Stream
Amy Auster	Australian Centre for Financial Studies	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Anand Karuppiah	Hibernia Institute Sydney	IABW 2015 Education - Transnational Skills Stream
Andrew Cappello MAICD	Mackay Sugar	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Andrew Carnie	McConnell Dowell Indonesia, PT	IABW 2015 Resources & Energy Stream
Andrew Hunter	EXPORT FINANCE AND INSURANCE CORP EFIC (Aust HO)	IABW 2015 Premium Food & Beverage Stream
Andrew James	Populous (Australia)	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Andrew Morgan	Morgan Marine Pty Ltd	IABW 2015 Resources & Energy Stream
Andrew O'Brien	Treasury Wine Estates (Singapore)	IABW 2015 Premium Food & Beverage Stream
Andrew Robb AO MP	Australian Government	Minister
Andrew Simpson	Meat & Livestock Australia HO	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Andrew Sugiaputra	Golden Group Pty Ltd	IABW 2015 Tourism Stream
Andrew Tulloch	Queensland Government - Trade & Investment Qld	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Andy Indra	Experience Tours Australia	IABW 2015 Tourism Walkabout
Angie Condon-Smith	Cavalier Engineering	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Anne Baly	Australian Government - Department of Education and Training	IABW 2015 Education - Transnational Skills Stream
Anthony Durbridge	ENRG Sports	IABW 2015 Premium Food & Beverage Stream
Anton Alers	Veritas Architects Australia Pty Ltd	IABW 2015 Health & Senior Living Stream
Antony Sprigg	Infrastructure Sustainability Council of Australia (ISCA)	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Anwar Zaenudin	PT Bank Commonwealth - Jakarta	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Archie Slamet	CSIRO (HO)	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Ashok Kumar	Aconex - Singapore	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Astrid Firmansyah	Experience Tours Australia	IABW 2015 Tourism Walkabout
Astrid Vasile	GV Constructions (WA)	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Aynur Cakal	Asialink	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Baryiah Tarigan	Global Compliance	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Ben Bartlett	Don Kyatt Spare Parts Pty Ltd	IABW 2015 Advanced Manufacturing - Automotive Aftermarket Stream
Ben Bartlett	MercuryPM	IABW 2015 Health & Senior Living Stream
Ben Hill	Bulliac Angus	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Ben White	Royal Agricultural Society of Victoria Limited	IABW 2015 Premium Food & Beverage Stream
Benjamin Cass	Living Well Communities Pty. Ltd.	IABW 2015 Health & Senior Living Stream
Bernadette Muljohardjo	Qantas Airways Limited - Jakarta	IABW 2015 Tourism Walkabout
Bill Neumann	Neumann Contractors Pty Ltd	IABW 2015 Resources & Energy Stream
Brad Polak	TAFE NSW - Western Institute	IABW 2015 Education - Transnational Skills Stream
Brenda Cleaver	TAFE NSW - Northern Sydney Institute	IABW 2015 Education - Transnational Skills Stream
Brendan Augustin	Woodside Energy Ltd	IABW 2015 Resources & Energy Stream
Brett Kelly	Norco Co-operative Limited	IABW 2015 Premium Food & Beverage Stream
Brian Scott	Global Compliance	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Bruce Tanner	ARUP - Brisbane	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Bubpa Page	Evolution Hospitality Institute	IABW 2015 Education - Transnational Skills Stream
Calvin Ong	Aconex - Singapore	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Cameron Hall	Hall Contracting Pty Ltd	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Cameron McNamara	Taylors Development Strategists Pty Ltd	IABW 2015 Urban Sustainability & Transport Connectivity Stream

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Contact	Organisation	Delegate Category
Campbell Bridge SC	Campbell Bridge SC	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Cassian Drew	Palladium International Pty Ltd	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Cathie Brown	TAFE SOUTH AUSTRALIA	IABW 2015 Education - Transnational Skills Stream
Celia Ho	Victorian Government - Tourism Victoria	IABW 2015 Tourism Walkabout
Chad Croft	Tangalooma Island Resort	IABW 2015 Tourism Walkabout
Cheng Lim	King & Wood Mallesons (Melbourne)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Chris Avramopoulos	ORICA LIMITED - (HO)	IABW 2015 Resources & Energy Stream
Chris Houwing	Belbrooke Bazadais	IABW 2015 Premium Food & Beverage Stream
Christine Alers	Veritas Architects Australia (Malaysia)	IABW 2015 Health & Senior Living Stream
Christine Holgate	BLACKMORES LIMITED (HO)	IABW 2015 Health & Senior Living Stream
Christine Madsen	QIT Plus Pty Ltd	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Christopher Sargent	QBE Insurance Group Ltd (Australia)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Christopher Wilson	GTA Consultants	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Claire Field	Claire Field & Associates	IABW 2015 Education - Transnational Skills Stream
Colin Duffield	University of Melbourne - School of Engineering	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Colin Singer	Indonesia Institute	IABW 2015 Education - Transnational Skills Stream
Collins Rex	Export Council of Australia	IABW 2015 Premium Food & Beverage Stream
Corey Vincent	Selector Funds Management Limited	IABW 2015 Health & Senior Living Stream
Craig Manning	Westpac Banking Corporation - Singapore	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Craig Thorburn	Future Fund Management Agency	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Damian Long	Civil Contractors Federation Brisbane	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Daniel Donnelly	Victorian Government - Department of Health	IABW 2015 Health & Senior Living Stream
Darren Turner	UNIVERSITY OF SOUTH AUSTRALIA (HO)	IABW 2015 Education - Transnational Skills Stream
Darren Wallace	Vix Technology	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Darren Wishart	Queensland University of Technology - Centre for Accident Research and Road Safety	IABW 2015 Urban Sustainability & Transport Connectivity Stream
David Borgelt	Jungle Creek Aquaculture	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
David Burgess	Joy Global Australasia Pty Ltd	IABW 2015 Resources & Energy Stream
David Koh	Westpac Banking Corporation - Singapore	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
David Lucido	National Ports Corporation Limited	IABW 2015 Urban Sustainability & Transport Connectivity Stream
David Prance	Trimble Mining	IABW 2015 Resources & Energy Stream
David Ray	Indonesia Infrastructure Initiative (IndII)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
David Thomas	Melbourne Short Stay Apartments	IABW 2015 Tourism Walkabout
David Thorne	Caversham Wildlife Park	IABW 2015 Tourism Walkabout
David Wake	PricewaterhouseCoopers - Jakarta	IABW 2015 Infrastructure Policy & Financial Services Dialogue
David Widjaja	DWC International	IABW 2015 Education - Transnational Skills Stream
Dean Garvey	BLACKMORES LIMITED (HO)	IABW 2015 Premium Food & Beverage Stream
Deanna Varga	Australian National Maritime Museum	IABW 2015 Tourism Stream
Debnath Guharoy	AUSTRALIA INDONESIA BUSINESS COUNCIL LIMITED (HO) - NSW	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Dennis King	Australian Renderers Association	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Dewi Savitri Wahab	Indonesian Consulate Melbourne	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Di Robinson	OPEN UNIVERSITIES AUSTRALIA PTY LTD (HO)	IABW 2015 Education - Transnational Skills Stream
Diane Gilmore	Careers Australia Group	IABW 2015 Education - Transnational Skills Stream
Dick Slaney	PT Elders Indonesia	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Dinar Kurniati	TAFE SOUTH AUSTRALIA	IABW 2015 Education - Transnational Skills Stream
Donny Prasetya	PT Bank Commonwealth - Jakarta	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Doug Ferguson	KPMG - (Aust HQ) - Sydney	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Dougall Lodge	Queensland Sugar Limited	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Duane Cole	Roberts Day	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Duncan Challen	New South Wales Government - Department of the Premier and Cabinet	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Edward Buckingham	MONASH UNIVERSITY (HO)	IABW 2015 Education - Transnational Skills Stream
Eka Febriantini	AAMC Training Group	IABW 2015 Education - Transnational Skills Stream
Elisabeth Yunarko	COCHLEAR (HO)	IABW 2015 Health & Senior Living Stream
Elissa Caldwell	Perth Region Tourism Organisation	IABW 2015 Tourism Walkabout
Elly Patterson	Monash University - The Australia - Indonesia Centre	IABW 2015 Education - Transnational Skills Stream

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Elvi Nasution	NAB - National Australia Bank - Jakarta	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Elyss Larkham	Moonshadow Cruises & Port Stephens 4WD	IABW 2015 Tourism Walkabout
Erin Moston	Village Roadshow Limited	IABW 2015 Tourism Walkabout
Erwin Roberts	Roberts Day	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Ezekiel Solomon	Allens Linklaters (Infrastructure)	IABW 2015 Resources & Energy Stream
Farshal Hambali	V Australia (Head Office)	IABW 2015 Tourism Stream
Fiona Pascoe	Crown Perth	IABW 2015 Tourism Walkabout
Frank Gong	Langrey International	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Frederic Tartour	Vittoria Food & Beverage	IABW 2015 Premium Food & Beverage Stream
Frida Komesaroff	INTERNATIONAL INTERNSHIPS	IABW 2015 Education - Transnational Skills Stream
Gabriel Perera	BLACKMORES LIMITED (HO)	IABW 2015 Premium Food & Beverage Stream
Gail Gago MLC	Australian Government	Minister
Gail Smith	The Financial Services Academy	IABW 2015 Education - Transnational Skills Stream
Garry Burns	The Sovereign Hill Museums Association	IABW 2015 Tourism Walkabout
Garry Embleton	Ausfine Foods International Pty Ltd	IABW 2015 Premium Food & Beverage Stream
Gary O'Donovan	UNIVERSITY OF TASMANIA (HO)	IABW 2015 Education - Transnational Skills Stream
Gary Paterson	AOT Group	IABW 2015 Tourism Stream
Gary Stark	Stark Engineering & Hardware Pty Ltd	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Gayle O'Brien	Trade and Investment Queensland	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Geoff Coates	Commonwealth Bank (HO)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Geoff Honey	Grain Trade Australia	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Georgina Sanderson	COCHLEAR (HO)	IABW 2015 Health & Senior Living Stream
Gerard Benedet	Careers Australia Group	IABW 2015 Education - Transnational Skills Stream
Gerard Murray	Pacific Urethanes Pty Ltd	IABW 2015 Resources & Energy Stream
Giles Newmarch	Medibank Private Limited	IABW 2015 Health & Senior Living Stream
Gino Vasile	GV Constructions (WA)	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Glen Simpson	Coffey International Development Pty Ltd	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Glenn Smith	Cavalier Engineering	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Gordon Price	Gold Coast Tourism Corporation Ltd	IABW 2015 Tourism Stream
Goska Serafin-Rai	Government of South Australia - Department of the Premier and Cabinet	IABW 2015 Advanced Manufacturing - Automotive Aftermarket Stream
Graham Sandilant	Whisk & Pin	IABW 2015 Premium Food & Beverage Stream
Greg Gaunt	Lavan Legal	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Greg Pritchard	MEGT (AUSTRALIA) LTD (HO)	IABW 2015 Education - Transnational Skills Stream
Greg Sinclair	Rio Tinto - Indonesia	IABW 2015 Resources & Energy Stream
Gunter Haeussler	CloudMED Pty Ltd	IABW 2015 Health & Senior Living Stream
Guurdeep Dhillon	Australian Institute of Technical Training	IABW 2015 Education - Transnational Skills Stream
Hambali Abdul Rani	My Flex Health Group Sdn Bhd	IABW 2015 Health & Senior Living Stream
Hamish Browning	Frontier International Agri	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Hao Ding	EASTERN ELEVATORS PTY LTD (HO)	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Heather Roberts	TAFE NSW - Sydney Institute	IABW 2015 Education - Transnational Skills Stream
Huw McKay	WESTPAC BANKING CORPORATION (Sydney)(HO)	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Ian Criddle	Civmec Pty Ltd	IABW 2015 Resources & Energy Stream
Ilona Dvorak	AusGeos Pty Ltd	IABW 2015 Resources & Energy Stream
Irena Morgan	Teach2Learn Pty Ltd	IABW 2015 Education - Transnational Skills Stream
Irma Irsyad	Queensland Government - Trade & Investment Qld	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Jack Houwing	Belbrooke Bazadais	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Jack McNaught	INTERNATIONAL INTERNSHIPS	IABW 2015 Education - Transnational Skills Stream
Jackie Trad	Trade and Investment Queensland	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Jacklyn Trad	Australian Government	Minister
James Coopers	Coopers Providore	IABW 2015 Premium Food & Beverage Stream
James Stevens	South Australian Government	IABW 2015 Premium Food & Beverage Stream
Jamie Willis	Site Group International Limited	IABW 2015 Resources & Energy Stream
Jane Bonny	Optimum Aged Care Systems	IABW 2015 Health & Senior Living Stream
Jane McGill	Industry Super Australia	IABW 2015 Infrastructure Policy & Financial Services Dialogue

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Contact	Organisation	Delegate Category
Janette Clonan	Queensland Education Leadership Institute Ltd (QELI)	IABW 2015 Education - Transnational Skills Stream
Jared Heath	Corrs Chambers Westgarth - Sydney (HO)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Jason Sjaichudin	Commodore Trading Co Pty Ltd	IABW 2015 Premium Food & Beverage Stream
Jayne Miller	CANBERRA INSTITUTE OF TECHNOLOGY	IABW 2015 Education - Transnational Skills Stream
Jefri Sormin	ORICA LIMITED - (HO)	IABW 2015 Resources & Energy Stream
Jenny Na	Victorian Government - Tourism Victoria	IABW 2015 Tourism Walkabout
Jeremy Haw	Hussey & Co Pty Ltd	IABW 2015 Premium Food & Beverage Stream
Jeroen Nanninga	Westpac Institutional Bank - Jakarta	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Jerry Tan	TruScreen	IABW 2015 Health & Senior Living Stream
Jim Swift	Printhie Wines	IABW 2015 Premium Food & Beverage Stream
Jo Sheppard	Toowoomba Surat Basin Enterprise	IABW 2015 Premium Food & Beverage Stream
John Anderson	Santos International Pte Ltd	IABW 2015 Resources & Energy Stream
John Cheong Holdaway	Australia Indonesia Partnership for Economic Governance	IABW 2015 Infrastructure Policy & Financial Services Dialogue
John Donovan	AFM Investment Partners	IABW 2015 Infrastructure Policy & Financial Services Dialogue
John Morris	UBC Commercial Vehicles (Malaysia) Sdn. Bhd.	IABW 2015 Advanced Manufacturing - Automotive Aftermarket Stream
John O'Sullivan	TOURISM AUSTRALIA (HO)	IABW 2015 Tourism Stream
John Walker AM	Macquarie Capital (Hong Kong) Limited	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Joseph Abraham	ANZ BANKING GROUP LIMITED (HO)	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Josephine Ratna	Australian Technology Network of Universities (ATN)	IABW 2015 Education - Transnational Skills Stream
Judith Damiani	Citrus Australia	IABW 2015 Premium Food & Beverage Stream
Julieann Baulch	Belbrooke Bazadais	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Junny Ebenhaezer	AMI Education Pty Ltd	IABW 2015 Education - Transnational Skills Stream
Justin Breheny	Breheny Enterprises Pty Ltd	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Justin Fox	Corrs Chambers Westgarth - Melbourne	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Kalaichelvan Arumugam	SMEC (Malaysia)	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Kam Tara	URaP-TTW Pty Ltd	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Karen Lam	BridgeClimb Sydney	IABW 2015 Tourism Walkabout
Karl Abdo	Primary Healthcare	IABW 2015 Health & Senior Living Stream
Kate Walker	Northern Territory Government Department of Business	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Keith Stanley	AusDiagnostics	IABW 2015 Health & Senior Living Stream
Kerrie Mather	Sydney Airport	IABW 2015 Tourism Stream
Kevin Naughton	South Australian Government - Department for Investment & Trade, Defence Industries	IABW 2015 Premium Food & Beverage Stream
Kezia Simangunsong	Qantas Airways Limited - Jakarta	IABW 2015 Tourism Walkabout
Kyle Springer	Perth USAsia Centre	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Kylie Bell	Ernst & Young Australian Head Office	IABW 2015 Resources & Energy Stream
Laura Anderson	L'oreal Melbourne Fashion Festival	IABW 2015 Tourism Walkabout
Laurence Baum	The Biocube Corporation Ltd (HO)	IABW 2015 Resources & Energy Stream
Laurence Taruman	AAMC Training Group	IABW 2015 Education - Transnational Skills Stream
Leonie Lethbridge	ANZ Bank - Shanghai	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Les Shearn	Defence Teaming Centre Inc	IABW 2015 Advanced Manufacturing - Automotive Aftermarket Stream
Lester Doig	Relay Monitoring Systems Pty Ltd	IABW 2015 Resources & Energy Stream
Lidija Kernjak	Della Rosa	IABW 2015 Premium Food & Beverage Stream
Linda Yan	NAB - National Australia Bank - Hong Kong	IABW 2015 Education - Transnational Skills Stream
Lisa Capamagian	Tunstall Australasia Pty Ltd	IABW 2015 Health & Senior Living Stream
Liza Bajracharya	BUSINESS EVENTS SYDNEY (BESydney)(HO) - SYDNEY	IABW 2015 Tourism Walkabout
Lori Hocking	TasTAFE	IABW 2015 Education - Transnational Skills Stream
Lorraine Corowa	Northern Territory Government Department of Primary Industry and Fisheries	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Loryn Feeney	My Potentia	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Lucia Karina	BlueScope Steel Indonesia, PT	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Lydia Santoso	Elite Surgical Pty Ltd	IABW 2015 Health & Senior Living Stream
Lynton Ulrich	Indonesia Infrastructure Initiative (IndII)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Maaiké Van Der Windt	Brisbane Airport Corporation (BAC)	IABW 2015 Tourism Stream
Madeleine King	Perth USAsia Centre	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Manushri Bahukhandi	Careers Australia Group	IABW 2015 Education - Transnational Skills Stream

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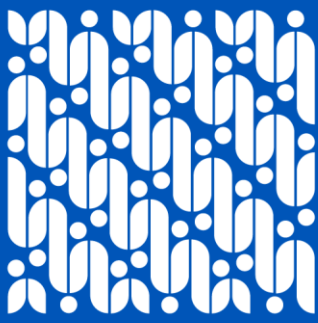
Contact	Organisation	Delegate Category
Marcus Ganley	CHARLTON BROWN	IABW 2015 Health & Senior Living Stream
Marcus James	Jetstar Airways Ltd	IABW 2015 Tourism Stream
Maree Coulson	Meritum Consulting	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Marg Will	Organic Systems & Solutions	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Margaret Faux	Synapse Medical Services	IABW 2015 Health & Senior Living Stream
Margot Sage	Elwa Energy Savers	IABW 2015 Health & Senior Living Stream
Mariam Kartikatresni	UTS: Insearch	IABW 2015 Education - Transnational Skills Stream
Mario D'Elia	PricewaterhouseCoopers - Melbourne	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Mark Bellaver	Trade and Investment Queensland	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Mark Conroy	Pirramimma Wines	IABW 2015 Premium Food & Beverage Stream
Mark Darby	Northern Territory Government - Department of Education	IABW 2015 Education - Transnational Skills Stream
Mark O'Sullivan	Royal Agricultural Society of Victoria Limited	IABW 2015 Premium Food & Beverage Stream
Mark Soffer	Telstra Global - Indonesia	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Martin Hamilton-Smith MP	Australian Government	Minister
Matthew Merritt	Etas Group	IABW 2015 Education - Transnational Skills Stream
Mathew Parker	Auscap Asset Management	IABW 2015 Health & Senior Living Stream
Mauro Balzarini	WELLARD GROUP (HO)	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Megan MacDonald	Redlea Citrus Pty Ltd	IABW 2015 Premium Food & Beverage Stream
Mei Sie	Ausfine Foods International Pty Ltd	IABW 2015 Premium Food & Beverage Stream
Melanie Gimblett	Etas Group	IABW 2015 Education - Transnational Skills Stream
Melvin Chan	Perth Convention Bureau	IABW 2015 Tourism Walkabout
Meng Wong	Blue Travel Pty Ltd	IABW 2015 Tourism Walkabout
Michael Brennan	Moora Citrus	IABW 2015 Premium Food & Beverage Stream
Michael Dasey	Goldwind Australia Pty Ltd	IABW 2015 Resources & Energy Stream
Michael Fay	AFG Venture Group	IABW 2015 Education - Transnational Skills Stream
Michael Fields	Optimum Aged Care Systems	IABW 2015 Health & Senior Living Stream
Michael Lawson	King & Wood Mallesons (Melbourne)	IABW 2015 Resources & Energy Stream
Michael Southan	Grain Growers Limited	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Michael Tennant	Northern Territory Government Department of Business	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Mick Tierney	Mick Tierney Animal Genetics	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Mike Guerin	South Australian Government - Department of State Development	IABW 2015 Advanced Manufacturing - Automotive Aftermarket Stream
Mike Mosel	National Australia Bank - Singapore	IABW 2015 Premium Food & Beverage Stream
Miranti Aisyah	Australian Council for Educational Research Ltd	IABW 2015 Education - Transnational Skills Stream
Mui Khim Lim	Tourism and Events Queensland	IABW 2015 Tourism Walkabout
Narelle Slivak	South Australian Government - Department of State Development	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Neil Barker	BGP International Pty Ltd	IABW 2015 Premium Food & Beverage Stream
Neil Parekh	National Australia Bank (Brisbane)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Nicholas Henderson	Asialink	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Nicholas Wall	Acciona Infrastructure Australia	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Nick Grzegorzczyn	Gasco Pty Ltd	IABW 2015 Resources & Energy Stream
Nick van Bronswijk	RPS MANIDIS ROBERTS	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Niki Donaldson	Mt Buller Mt Stirling Resort Management	IABW 2015 Tourism Walkabout
Noke Kiroyan	Bis Industries - Indonesia	IABW 2015 Resources & Energy Stream
Oka Simanjuntak	Queensland Government - Trade & Investment Qld	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Oran Rigby	MedeTourism Pty Ltd	IABW 2015 Health & Senior Living Stream
Patrick Vizzone	NAB - National Australia Bank - Hong Kong	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Paul Heagney	The Maryborough Sugar Factory Ltd	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Paul McShane	MONASH UNIVERSITY (HO)	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Paul Pak Poy	Australian Government - Department of Agriculture and Water Resources	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Paul Ramadge	Monash University - The Australia - Indonesia Centre	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Paul Rowell	Flex Health Group	IABW 2015 Health & Senior Living Stream
Paul Schreier	MACQUARIE UNIVERSITY (HO)	IABW 2015 Education - Transnational Skills Stream
Pedro Nemaiceff	Cooper Energy NL	IABW 2015 Resources & Energy Stream
Peter Dutton MP	Australian Government	Minister

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Contact	Organisation	Delegate Category
Peter Emmett	Dynamiq Pty Ltd	IABW 2015 Resources & Energy Stream
Peter Mellor	WorleyParsons - Perth	IABW 2015 Resources & Energy Stream
Peter Osborne	BLACKMORES LIMITED (HO)	IABW 2015 Health & Senior Living Stream
Peter Sharry	Axiom Water Technologies Pty Ltd	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Phil Paterson	EXPORT FINANCE AND INSURANCE CORP EFIC (Aust HO)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Phil Sporton	Telstra Global - Indonesia	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Phil Turtle	Australia Indonesia Business Council Ltd	IABW 2015 Resources & Energy Stream
Phill Glindemann	QIT Plus Pty Ltd	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Phillip Morey	Morelink Asia Pacific	IABW 2015 Premium Food & Beverage Stream
Piero Sgaroto	Della Rosa	IABW 2015 Premium Food & Beverage Stream
Rachmad Widarto	Global Compliance	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Reinhardt Matisons	Woodside Energy Ltd	IABW 2015 Resources & Energy Stream
Rian Kaslan	PT Bank Commonwealth - Jakarta	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Richard Colbeck	Australian Government	Minister
Rishen Shekhar	UNIVERSITY OF SOUTH AUSTRALIA (HO)	IABW 2015 Education - Transnational Skills Stream
Risyana Sukarma	ICE WaRM - International Centre of Excellence in Water Resources Management	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Rob Holdsworth	Joy Global Australasia Pty Ltd	IABW 2015 Resources & Energy Stream
Rob Langtry	Australian Wool Innovation	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Robert Campbell	Hastings Funds Management Limited	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Robert Chong	Commodore Trading Co Pty Ltd	IABW 2015 Premium Food & Beverage Stream
Robert Row	Civil Contractors Federation Brisbane	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Robert Swarbrick	Aus Asia Minerals	IABW 2015 Resources & Energy Stream
Robin Flint	Australian Government - Department of Agriculture and Water Resources	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Ron Lakin	Biobowser Technologies Pty Ltd	IABW 2015 Resources & Energy Stream
Ross Olive	Olive Brahmans	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Rudy Prasetyadi	Virgin Australia	IABW 2015 Tourism Walkabout
Russell Good	ANZ BANKING GROUP LIMITED (HO)	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Ruth Welling	Optimum Aged Care Systems	IABW 2015 Health & Senior Living Stream
Sally Fielke	Sydney Airport	IABW 2015 Tourism Stream
Sam Batters	CARGILL AUSTRALIA LIMITED	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Sarah Chng	National Australia Bank - Singapore	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Satriya Suetoh	Telstra Health	IABW 2015 Health & Senior Living Stream
Savio Racina	Nexteer Automotive Australia	IABW 2015 Advanced Manufacturing - Automotive Aftermarket Stream
Scott Gardiner	King & Wood Mallesons (Sydney HQ)	IABW 2015 Resources & Energy Stream
Scott Hamilton	The SILC Group	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Scott Wright	Soniclean Pty Ltd	IABW 2015 Health & Senior Living Stream
Sean Mahoney	INTERNATIONAL COLLEGE OF ADVANCED EDUCATION PTY LTD	IABW 2015 Education - Transnational Skills Stream
Shannon Wells	Airlines of Tasmania	IABW 2015 Education - Transnational Skills Stream
Sharon Bell	CHARLES DARWIN UNIVERSITY (HO)	IABW 2015 Education - Transnational Skills Stream
Sheky Lemasoa	ANZ Bank - Jakarta	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Siew Hoon Tan	Destination NSW	IABW 2015 Tourism Walkabout
Simon Hayes	Allen & Overy (Sydney)	IABW 2015 Infrastructure Policy & Financial Services Dialogue
Simon Linge	Bluescope (Indonesia)	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Sin Yang Tjong	Holiday Pacific Pty Ltd	IABW 2015 Tourism Walkabout
Sonny Samuel	ANZ Bank - Jakarta	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Sonya Madramootoo	South Australian Government - Department of State Development	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Sonya Mroz	Currumbin Wildlife Sanctuary	IABW 2015 Tourism Walkabout
Stanly Mangindaan	Tourism Western Australia	IABW 2015 Tourism Walkabout
Stephane Chatonsky	Ivest Pty Limited	IABW 2015 Health & Senior Living Stream
Stephanie Low	Hertz Asia	IABW 2015 Tourism Walkabout
Stephen Peppard	Phillip Island Nature Park	IABW 2015 Tourism Walkabout
Stephen Smith	Lavan Legal	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Steve Balzary	Business Group Australia Pty Ltd	IABW 2015 Education - Transnational Skills Stream
Steve Grocott	Nine Lanterns Pty Ltd	IABW 2015 Health & Senior Living Stream

List of Registered IABW Delegates

Contact	Organisation	Delegate Category
Steven Baseley	ESI Alphatec	IABW 2015 Resources & Energy Stream
Steven Marshall	South Australian Government	IABW 2015 Premium Food & Beverage Stream
Stewart Davey	Dairy Australia	IABW 2015 Premium Food & Beverage Stream
Stuart Charity	Australian Automotive Aftermarket Association (AAAA)	IABW 2015 Advanced Manufacturing - Automotive Aftermarket Stream
Stuart Miller	Joy Global Australasia Pty Ltd	IABW 2015 Resources & Energy Stream
Stuart Page	Evolution Hospitality Institute	IABW 2015 Education - Transnational Skills Stream
Suanne Lewis	Meritum Consulting	IABW 2015 Resources & Energy Stream
Susan Jenkin	Ironbark Citrus Pty Ltd	IABW 2015 Premium Food & Beverage Stream
Susan Lee	Soniclean Pty Ltd	IABW 2015 Health & Senior Living Stream
Sussan Ley MP	Australian Government	Minister
Tania Chapman	Citrus Australia	IABW 2015 Premium Food & Beverage Stream
Tenny Wibowo	SANTOS LIMITED (HO)	IABW 2015 Resources & Energy Stream
Terry Enright	Australian Export Grains Innovation Centre Limited (AEGIC)	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Tim Carleton	Auscap Asset Management	IABW 2015 Health & Senior Living Stream
Tim Jones	TOURISM AUSTRALIA (HO)	IABW 2015 Tourism Stream
Tim Symons	BOX HILL INSTITUTE	IABW 2015 Education - Transnational Skills Stream
Timothy Whetstone	South Australian Government - Department for Investment & Trade, Defence Industries	IABW 2015 Premium Food & Beverage Stream
Tjoa Su Yen	Tourism and Events Queensland	IABW 2015 Tourism Walkabout
Toby Cocks	Z-Filter Pty Ltd	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Tommaso Bianconi	Salini-Impregilo Australia Pty Ltd	IABW 2015 Urban Sustainability & Transport Connectivity Stream
Tony Copley	Carcom Installations Pty Ltd	IABW 2015 Advanced Manufacturing - Automotive Aftermarket Stream
Tony Costa	PT Bank Commonwealth - Jakarta	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Tony Gooden	Frontier International Agri	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Tony Mitchener	Careers Australia Group	IABW 2015 Education - Transnational Skills Stream
Verawati Darmadi	Hertz Asia	IABW 2015 Tourism Walkabout
Vidya Nugraheni	RISC Operations Pty Ltd	IABW 2015 Resources & Energy Stream
Vyatra Hutapea	Trade and Investment Queensland	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Wah Tong Lee	Soniclean Pty Ltd	IABW 2015 Health & Senior Living Stream
Wallace Gunthorpe	Gunthorpe Cattle Company	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Walter Gilmore	Careers Australia Group	IABW 2015 Education - Transnational Skills Stream
Warren Males	Australian Cane Growers Council Ltd	IABW 2015 Agriculture & Aquaculture - Food Sustainability Partnerships Stream
Widjojo Widjojo	PT Bank Commonwealth - Jakarta	IABW 2015 Business Mission - Minister Robb Indonesia - Nov 2015
Will Angove	Automotive Planning Asia Pty Ltd	IABW 2015 Advanced Manufacturing - Automotive Aftermarket Stream
Will Flamsteed	GREAT SOUTHERN TOURING ROUTE	IABW 2015 Tourism Walkabout
William Ives	Goldwind Australia Pty Ltd	IABW 2015 Resources & Energy Stream
William Roberts	Accor Pacific	IABW 2015 Tourism Walkabout
Yann Duroselle	Batman's Hill on Collins	IABW 2015 Tourism Walkabout
Yodissen Mootoosamy	Treasury Wine Estates (Singapore)	IABW 2015 Premium Food & Beverage Stream



INDONESIA AUSTRALIA BUSINESS WEEK JAKARTA 2015



Resources and Energy Programme

Austrade Contacts

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Tuesday 17 November 2015, Jakarta

Time	Details
Afternoon	<p>Delegates arrive in Jakarta</p> <p>Recommended accommodation:</p> <p>The Ritz-Carlton Jakarta, Mega Kuningan: Jalan DR Ide Anak Agung Gde Agung Kav.E.1.1 no.1, Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 2551 8888</p> <p>JW Marriott Hotel Jakarta: Jl. DR Ide Anak Agung Gde Agung Kav. E.1.2 No. 1 & 2, Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 5798 8888</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged by the hotel at an additional expense. Please select a preferred transfer option when making your hotel booking.</p>
17.30 – 20.00	<p>Registration and reception for delegates</p> <p>Delegates will register and collect their IABW delegate pack, including a lanyard for security and identification during the three-day programme of events.</p> <p>Delegates are invited to join the Austrade team and delegates from across the eight stream programmes for a welcome reception. A security briefing will also be provided.</p> <p><i>Venue: Lobo Restaurant, Level 1, Ritz Carlton Hotel Mega Kuningan</i></p>

Please note this programme is subject to change

Wednesday 18 November 2015, Jakarta

Time

Details

Please wear your IABW delegate lanyard for security and identification during the day's events.

7.30 – 8.00 **Registration for Indonesian participants (non-delegates) in the Welcome Breakfast**

8.00 – 10.30 **Plenary session: Indonesia Australia Business Week Welcome Breakfast**

The official IABW launch event to welcome delegates and hear about:

- Australia and Indonesia relationship
- Indonesia and the importance of strong business relationships
- Indonesia positioning for growth

Introductory speakers (TBC):

- His Excellency Mr Paul Grigson, Australian Ambassador to Indonesia
- The Hon Andrew Robb AO MP, Minister for Trade and Investment
- Republic of Indonesia Government Representative

Indonesia and Australia – Partnerships for the Future panel speakers:

- Mr Bruce Gosper, CEO, Australian Trade Commission (**panel moderator**)
- Bapak Mahendra Siregar, Chairman Board of Commissioners, PT Semen Indonesia
- Bapak Franciscus Welirang, Director, Indofood
- Dr Leonie Lethbridge, Regional Operating Officer, ANZ
- Mr Mauro Balzarini, Managing Director, Wellard Group Holdings
- Bapak Hariyadi Sukamdani, Chairman of the Board, APINDO (Indonesian Employers Association)
- Bapak Chris Kanter, Vice President and Vice Chairman, Trade and International Economic Cooperation, KADIN (Indonesian Chamber of Commerce and Industry)

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

10.30 – 11.00 **Coffee/tea break and Registration for Indonesian participants (non-delegates)**

11.00 – 12.30 **Panel discussion: Negotiating the Regulatory Framework in Indonesia**

Part 1: An Indonesian perspective

Moderator: Bill Sullivan, Christian Teo & Partners

A session about working with and around Indonesia's regulatory framework and how to implement business strategies.

Speakers (TBC):

- Prof Ir I Gusti Nyoman Wiratmaja Puja, Director General, Directorate General Oil and Gas, Ministry of Energy and Resources
- Farah Indriyani, Deputy Chairman, Investment Climate Development (Indonesia Investment Coordinating Board)
- Bret Mattes, Mattes & Associates, Pertamina Gas, New and Renewables Energy

Venue: Mutiara Ballroom 2, Lower Lobby, Ritz Carlton Hotel

Please note this programme is subject to change

12.30 – 13.45 **Luncheon presentation: View from industry**

An opportunity for delegates to hear from John Anderson, Vice President Asia & Western Australia and Northern Territory, Santos Australia about the latest updates on projects, technology needs and procurement strategies.

Venue: Mutiara Ballroom 2, Lower Lobby, Ritz Carlton Hotel

14.00 – 15.15 **Panel discussion: Negotiating the Regulatory Framework in Indonesia**

Part 2: An international perspective

Moderator: Luke Devine, Baker & McKenzie

- Insights from international oil and gas proponents working in Indonesia
- Q&A on practical advice about how to enter the market, joint ventures, partnering and overcoming hurdles around local content and regulatory obstacles.

Speakers (TBC):

- Marjolijn Wajong, Executive Director, Indonesia Petroleum Association
- Noke Kiroyan, Bis Industries (Australian METS company)
- Tenny Wibowo, Santos Indonesia
- James Tsang, Regional Operations Director, Asia Wood Group Kenny

Venue: Mutiara Ballroom 2, Lower Lobby, Ritz Carlton Hotel

15.15 – 15.40 **Networking afternoon tea**

An opportunity for delegates and Indonesian guests to meet and interact.

Venue: Mutiara Ballroom 2, Lower Lobby, Ritz Carlton Hotel

15.40 – 17.00 **Facilitated networking**

Delegates will be introduced to Indonesian companies doing business in Indonesia, including legal advisers and multinational firms. The structure of the networking will be facilitated by Austrade to allow interaction between the delegates and Indonesian-based resources and energy companies and stakeholders.

Venue: Mutiara Ballroom 2, Lower Lobby, Ritz Carlton Hotel

17.00 – 18.30 **Break**

Dress code for Gala Dinner: Business / Batik attire

18.30 – 21.45 **Gala Dinner – Indonesia Australia Business Week**

The Hon Andrew Robb AO MP, Minister for Trade and Investment, will host the Indonesia Australia Business Week Gala Dinner.

Please ensure you are carrying your IABW delegate lanyard for security and identification.

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

End of Wednesday Programme

Thursday 19 November 2015, Jakarta

Time	Details
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Please wear your IABW delegate lanyard for security and identification during the day's events.

7.30 – 8.00 **Registration for Indonesian participants (non-delegates) in plenary session**

8.00 – 9.30 **Plenary session: ASEAN – The Regional Growth Story**

Moderator: Fraser Thompson, Director, Singapore, AlphaBeta

Discussion topics and panel speakers (TBC):

- The ASEAN-Australia relationship
His Excellency Mr Simon Merrifield, Australian Ambassador to ASEAN
- Why ASEAN and Why Now?
Mr David Landers, General Manager, East Asian Growth Markets Division, Austrade
- Case study: ANZ – Building a successful regional business
Mr Joseph Abraham, President Director, ANZ Indonesia
- Moderated panel discussion

Breakfast will be served at the session.

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

9.30 – 9.45 **Coffee/tea break**

9.45 – 11.00 **Plenary session: Business Establishment in Indonesia (BKPM and Austrade)**

A session to provide delegates with practical information on setting up ventures in Indonesia.

Speaker:

- Indonesia's investment priorities, policies and procedures
Mr Franciscus Sibarani, Chairman, BKPM (Indonesia Investment Coordinating Board)

Business panel: How to approach the market

- Wilfred Schultz, Principal, The Practice
- Mr David East, Director and Head of Transaction Services, KPMG Siddharta Advisory
- Mr Simon Linge, President, PT NS BlueScope Indonesia
- Mr Antonio Da Silva Costa, President Director, PT Bank Commonwealth

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

11.00 – 12.00 **Presentation: Indonesia and the global context**

Insights from major resources company Cokal and Rio Tinto Indonesia (TBC) about where Indonesia fits in the global picture, including information on new projects, innovation and future plans for expansion in Indonesia.

Venue: Mutiara 17 & 18, Lower Lobby, Ritz Carlton Hotel

12.00 – 12.10 **Assemble in lobby for transfer to lunch venue**

12.10 – 12.30 **Travel to lunch venue**

Delegates will travel as a group. Transport organised by Austrade.

Address: Salt & Grill

Please note this programme is subject to change

12.30 – 14.00 **Luncheon presentation: Perspectives on the global resources outlook**

Delegates will hear from Huw McKay, Senior International Economist, Westpac on their global commodities update.

14.00 – 14.30 **Return travel from lunch venue**

Delegates will travel as a group. Transport organised by Austrade.

14.30 – 15.30 **Business forum: Contracting to Indonesia's resources sector**

An opportunity for delegates to gain insights from major tier 1 engineering companies and contractors about project development and opportunities for suppliers from Australia.

Speakers (TBC):

- Sudjono Surhardjo, President Director, Technip Indonesia
- Andrew Carnie, Managing Director, PT. McConnell Dowell Indonesia
- James Pearman, Service Line Manager – Integrity Management, Wood Group Kenny
- Ronald Sutardja, President Director, PT BUMA
- Malcolm McAllister, Head of Corporate Debt Market Origination, Asia, NAB

Venue: Ballroom 1, Level 2, Ritz Carlton Hotel

15.30 – 16.00 **Networking afternoon tea**

Delegates will have an opportunity to meet with Indonesian oil and gas representatives in an informal setting.

Venue: Ballroom 1, Level 2, Ritz Carlton Hotel

16.00 – 17.00 **Panel discussion: Supplying Indonesia's energy needs**

Moderator: Keith Whitchurch, Director, PT SMG Consultants

What does the Indonesian Government's focus on expanding energy generation capacity across the archipelago mean for the future energy mix – coal, gas and renewables?

Panel representatives from the coal, EPC, and renewable energy sectors (TBC):

- Pandu Sjahrir, Chairman, APBI-ICMA
- Elvi Nasution, Chief Representative, NAB
- Surya Darma, Chairman, METI
- Jarman Sudimo, Director General of Electricity, Ministry of Energy and Resources
- Amin Subekti, Director Regional Business, Eastern Java, Bali and Eastern Part of Indonesia
Perusahaan Listrik Negara (PLN)

Venue: Ballroom 1, Level 2, Ritz Carlton Hotel

17.00 – 18.30 **Break**

Dress code for Ambassador's Reception: Business attire

18.30 – 20.30 **Ambassador's Reception for Delegates**

Hosted by His Excellency Paul Grigson, Australian Ambassador to Indonesia

Venue: Ballroom 1 & 2, JW Marriott Hotel

End of Thursday Programme

Please note this programme is subject to change

Friday 20 November 2015, Jakarta

Time	Details
Please wear your IABW delegate lanyard for security and identification during the day's events.	
8.00 – 9.30	Indonesia Australia Business Week Wrap Up Breakfast hosted by IABC and AIBC A session for delegates in Jakarta to summarise key mission take-aways and the role of the bilateral councils. Speakers: <ul style="list-style-type: none">Indonesia Australia Business CouncilAustralia Indonesia Business Council <i>Venue: Ballroom 1 & 2, Level 2, JW Marriott</i>
9.40 – 9.50	Assemble in lobby for transfer to company visit
9.50 – 10.30	Travel to company Delegates will travel as a group. Transport organised by Austrade
10.30 – 11.30	Company visit: PLN (Indonesian National Electricity Company) (TBC) <ul style="list-style-type: none">Delegates will have an opportunity to meet and hear from decision-makers at the corporate headquarters of a national energy company.
11.30 – 12.00	Travel to next company visit Delegates will travel as a group. Transport organised by Austrade <i>Address: Indonesia Stock Exchange Building, 29th Floor, Tower II, BEJ Building #15-02, Jl. Jendral Sudirman Kav. 52-53, South Jakarta 12190</i>
12.00 – 13.00	Lunch Delegates will be provided with a lunch box
13.30 – 14.30	Company visit: PT Supreme Energy Delegates will have an opportunity to meet and hear from decision-makers at a renewable energy company at their corporate headquarters. Delegates may opt to join the company visit of most relevance to their business. OPTION 1
14.45 – 15.15	Company visit: Ophir Energy Delegates will have an opportunity to meet and hear from decision-makers at an oil and gas company at their corporate headquarters. OPTION 2
14.45 – 15.15	Travel to company visit
15.15 – 16.00	Company visit: PT Toba Bara Sejahtera (TBC) Delegates will have an opportunity to meet and hear from decision-makers at a mining company at their corporate headquarters.

Please note this programme is subject to change

Time	Details
16.00 – 17.00	Return travel to hotel. Wrap up meeting with Austrade team Delegates will travel as a group. Transport organised by Austrade

End of Indonesia Australia Business Week Programme

Advanced Manufacturing - Automotive Aftermarket Programme

Austrade contacts

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Tuesday 17 November 2015, Jakarta

Time	Details
Afternoon	<p>Delegates arrive in Jakarta</p> <p>Recommended accommodation:</p> <p>The Ritz-Carlton Jakarta, Mega Kuningan, Jalan DR.Ide Anak Agung Gde Agung Kav. E.1.1 No.1 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 2551 8888</p> <p>JW Marriott Hotel Jakarta, Jl. DR Ide Anak Agung Gde Agung Kav. E.1.2 No. 1 & 2 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62-21) 5798 8888</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged by the hotel at an additional expense. Please select a preferred transfer option when making your hotel booking.</p>
17.30 – 20.00	<p>Registration and reception for delegates</p> <p>Delegates will register and collect their IABW delegate pack, including a lanyard for security and identification during the three-day programme of events.</p> <p>Delegates are invited to join the Austrade team and delegates from across the eight stream programmes for a welcome reception. A security briefing will also be provided.</p> <p><i>Venue: Lobo Restaurant, Level 1, Ritz Carlton Hotel Mega Kuningan</i></p>

Please note this programme is subject to change

Wednesday 18 November 2015, Jakarta

Time	Details
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Please wear your IABW delegate lanyard for security and identification during the day's events

7.30 – 8.00 **Registration for Indonesian participants (non-delegates) in the Welcome Breakfast**

8.00 – 10.30 **Plenary session: Indonesia Australia Business Week Welcome Breakfast**

The official IABW launch event to welcome delegates and hear about:

- Australia and Indonesia relationship
- Indonesia and the importance of strong business relationships
- Indonesia positioning for growth

Introductory speakers (TBC):

- His Excellency Mr Paul Grigson, Australian Ambassador to Indonesia
- The Hon Andrew Robb AO MP, Minister for Trade and Investment
- Republic of Indonesia Government Representative

Indonesia and Australia – Partnerships for the Future panel speakers:

- Mr Bruce Gosper, CEO, Australian Trade Commission (**panel moderator**)
- Bapak Mahendra Siregar, Chairman Board of Commissioners, PT Semen Indonesia
- Bapak Franciscus Welirang, Director, Indofood
- Dr Leonie Lethbridge, Regional Operating Officer, ANZ
- Mr Mauro Balzarini, Managing Director, Wellard Group Holdings
- Bapak Hariyadi Sukamdani, Chairman of the Board, APINDO (Indonesian Employers Association)
- Bapak Chris Kanter, Vice President and Vice Chairman, Trade and International Economic Cooperation, KADIN (Indonesian Chamber of Commerce and Industry)

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

10.30 – 11.00 **Coffee/tea break and Registration for Indonesian participants in stream panel discussion**

11.00 – 13.00 **Panel discussion: Trends and opportunities in Indonesia's automotive aftermarket**

A session with presentations and moderated group discussion on Indonesia's automotive sector, trends, practical advice on doing business in Indonesia's aftermarket and capturing opportunities.

Keynote speech: Bapak I Gusti Putu Surjawirjawan, Director General, Metal, Machinery, Transportation Vehicle, and Electronic Industry, Ministry of Industry

Panel 1: Overview of Indonesia's automotive sector – OEM and aftermarket

- Austrade (Panel Chair)
- Frost & Sullivan (Market Insight)
- TNS Global (Market Culture)
- Tata Motors (OEM)

Panel 2: Doing business in Indonesia's aftermarket

- Australian Automotive Aftermarket Association (AAAA) (Panel Chair)
 - Indonesian Automotive Industry Association (GAIKINDO)
 - Australian delegates introduction
-

Please note this programme may be subject to change

Time	Details
	<p>Panel 3: How to capture opportunities and trends in the Indonesian automotive aftermarket</p> <ul style="list-style-type: none"> • Indonesian Automotive Part and Components Industry Association (GIAMM) (Panel Chair) • Indonesian Motor Association (IMI) • Indonesia Off-Road Federation (IOF) • Double Cabin Indonesia <p><i>Venue: Mutiara 8 & 9, Level 3, Ritz Carlton Hotel</i></p>
11.00 – 11.50	<p>Memorandum of Understanding signing ceremony</p> <p>The Australian Automotive Aftermarket Association and Indonesian Offroad Federation will sign a Memorandum of Understanding articulating greater cooperation between the parties in relation to automotive aftermarket marketing, facilitation of trade in automotive goods and services and technology operation and management of aftermarket activities.</p> <p><i>Venue: Lobo restaurant, Ritz Carlton Hotel</i></p>
13.00 – 14.30	<p>Networking lunch and Australian products display</p> <p>An opportunity for delegates to meet and interact with Indonesian automotive aftermarket contacts. Australian automotive products will be exhibited for viewing by Indonesian participants, including OEM part companies, freight, media, distributors, importers, associations and automotive clubs.</p> <p><i>Venue: Mutiara 8 & 9, Level 3, Ritz Carlton Hotel</i></p>
14.30 – 14.40	<p>Assemble in lobby for transfer to Duta Mas Fatmawati</p>
14.40 – 15.30	<p>Travel to Duta Mas Fatmawati</p> <p>Delegates will travel as a group. Transport organised by Austrade</p> <p><i>Address: ITC Fatmawati Jl. RS. Fatmawati Jakarta</i></p>
15.30 – 16.30	<p>Site visit: Duta Mas Fatmawati</p> <p>Delegates will have an opportunity to meet retailers at the Duta Mas Fatmawati centre, which is the most complete automotive localisation market in south Jakarta. The market's first floor has maintenance service and audio shops, while the second floor has car accessories.</p>
16.30 – 17.30	<p>Return travel to hotel</p> <p>Delegates will travel as a group. Transport organised by Austrade</p>
17.30 – 18.30	<p>Break</p> <p>Dress code for Gala Dinner: Business / Batik attire</p>
18.30 – 21.45	<p>Gala Dinner – Indonesia Australia Business Week</p> <p>The Hon Andrew Robb AO MP, Minister for Trade and Investment, will host the Indonesia Australia Business Week Gala Dinner.</p> <p>Please ensure you are carrying your IABW delegate lanyard for security and identification.</p> <p><i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i></p>

End of Wednesday Programme

Please note this programme may be subject to change

Thursday 19 November 2015, Jakarta

Time	Details
Breakfast – delegates own arrangements	
Please wear your IABW delegate lanyard for security and identification during the day's events.	
7.20 – 7.30	Assemble in lobby for transfer to Indoparts
7.30 – 10.00	Travel to Indoparts Delegates will travel as a group. Transport organised by Austrade <i>Address: Jl. Raya Gatot Subroto Kav 8. No 18 Jatake, Tangerang</i>
10.00 – 11.30	Company visit: Indoparts Delegates will visit Indopart, the aftermarket subsidiary of Indomobil and one of the two largest automotive conglomerates in Indonesia. Indomobil represents a number of Japanese and European auto brands. Indopart supplies OEM and non-genuine replacement parts for cars, motorcycles and trucks. Indoparts also manufactures some parts.
11.30 – 11.45	Travel to Lunch Venue <i>Address: MaxxBow Lippo Village, Lantai Ground Jl. Boulevard Jendral Sudirman, Karawaci, Tangerang</i>
11.45 – 12.45	Lunch at Bebek Bengil Delegates will travel as a group. Transport organised by Austrade
12.45 – 14.00	Travel to Bukaka Teknik Utama Delegates will travel as a group. Transport organised by Austrade <i>Address: Jl. Raya Narogong - Bekasi Km. 19.5, Cileungsi Bogor</i>
14.00 – 16.00	Company visit: Bukaka Teknik Utama Delegates will hear about special purpose vehicle manufacturing in Indonesia. Among the products manufactured are fire trucks, aerial telescopic ladders, vacuum road sweepers, aerial platforms, compactor truck, arm roll truck, dump truck, water tank truck, vacuum truck, fire jeep, wrecker truck, catering truck and stick boom crane truck.
16.00 – 18.00	Return travel from site visit to hotel Delegates will travel as a group. Transport organised by Austrade
18.00 – 18.30	Break Dress code for Ambassador's Reception: Business attire
18.30 – 20.30	Ambassador's Reception for Delegates Hosted by His Excellency Paul Grigson, Australian Ambassador to Indonesia <i>Venue: Ballroom 1 & 2, JW Marriott Hotel</i>
End of Thursday Programme	

Please note this programme may be subject to change

Friday 20 November 2015, Jakarta

Time	Details
Breakfast – delegates own arrangements	
Please wear your IABW delegate lanyard for security and identification during the day's events. Delegates departing Jakarta should check-out prior to leaving for site visit	
6.50 – 7.00	Assemble in lobby for transfer to site visit
7.00 – 9.30	Travel to Jababeka Industrial Park Delegates will travel as a group. Transport organised by Austrade. <i>Address: Jababeka Center, Hollywood Plaza No. 10 – 12 Jl. H. Usmar Ismail, Kota Jababeka Cikarang, Bekasi</i>
9.30 – 11.30	Site visit: Jababeka Industrial Park Delegates will visit the Jababeka Industrial Estate, which is the first modern Indonesian eco-industrial estate. Since its establishment in 1989, Jababeka Industrial Estate has been acknowledged as the most successful industrial estate in Indonesia in terms of attracting multinational companies (MNCs), leading local companies and small and medium enterprises. Thirty per cent of the estate's tenants are automotive OEM and aftermarket component manufacturers. Visit to PT Showa Indonesia. Delegates will have an opportunity to meet with aftermarket suppliers.
11.30 – 12.30	Lunch
12.30 – 14.30	Return travel to hotel Delegates will travel as a group. Transport organised by Austrade.
End of Indonesia Australia Business Week Programme	

Please note this programme may be subject to change

KEY PARTICIPANTS – BACKGROUND

- **Tata Motors (OEM)**

Tata Motors is India's largest automobile company, with consolidated revenues of \$34.7 billion in 2012-13. The company has set up a wholly owned Jakarta-based subsidiary, PT Tata Motors Distribusi Indonesia, selling both passenger and commercial vehicles and replacement parts.

- **Frost & Sullivan**

Frost & Sullivan are a market research and advisory consultancy focused on helping clients achieve transformational growth. The company produces market insight reports into many industries and countries. It regularly reports on the automotive aftermarket globally and in ASEAN economies.

- **Indonesian Motor Association (IMI)**

IMI is the prime motorsports body, responsible for the regulation, promotion and development of car and motorcycle motorsports in Indonesia. IMI is affiliated with FIA and FIM and brings world class events to Indonesia.

- **Indonesian Automotive Industry Association (GAIKINDO)**

The Association of Indonesia Automotive Industries (GAIKINDO) is a non-profit organisation. Its 38 members are OEM manufacturers (9) and agents/distributors (29, ATPM).

- **Garansindo (importer)**

PT Garansindo Inter Global is the Indonesian sole general distributor for Chrysler, Jeep, Dodge and Fiat vehicles since 2008.

- **Indonesian Automotive Part and Components Industry Associations (GIAMM)**

The peak body representing automotive components manufacturers. The association's aim is to establish communication with the automotive industry locally and internationally. GIAMM signed an MOU with FAPM in 2012.

- **TNS Global**

TNS is listed among large research agencies worldwide. TNS is part of Kantar, one of the world's largest insight, information and consultancy groups.

- **Indonesian Off-Road Federation (IOF)**

The Indonesia Off-Road Federation (IOF) represents off-road enthusiasts in competition, recreational and social activities. Established in 1999 in Jakarta, the IOF has branches in 32 provinces in Indonesia.

- **Double Cabin Indonesia**

Double Cabin Indonesia is a community of 4x4 off-road enthusiasts, including competition and recreational activities.

Agriculture – Food Sustainability Partnerships Programme

Austrade contacts

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Tuesday 17 November 2015, Jakarta

Time	Details
Afternoon	<p>Delegates arrive in Jakarta</p> <p>Recommended accommodation:</p> <p>The Ritz-Carlton Jakarta, Mega Kuningan: Jalan DR Ide Anak Agung Gde Agung Kav. E.1.1 No.1 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 2551 8888</p> <p>JW Marriott Hotel Jakarta: Jl. DR Ide Anak Agung Gde Agung Kav. E.1.2 No. 1 & 2 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 5798 8888</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged by the hotel at an additional expense. Please select a preferred transfer option when making your hotel booking.</p>
17.30 – 20.00	<p>Registration and reception for delegates</p> <p>Delegates will register and collect their IABW delegate pack, including a lanyard for security and identification during the three-day programme of events.</p> <p>Delegates are invited to join the Austrade team and delegates from across the eight stream programmes for a welcome reception. A security briefing will also be provided.</p> <p><i>Venue: Lobo Restaurant, Level 1, Ritz Carlton Hotel, Mega Kuningan</i></p>

Please note this programme is subject to change

Wednesday 18 November 2015, Jakarta

Time

Details

Please wear your IABW delegate lanyard for security and identification during the day's events.

7.30 – 8.00

Registration for Indonesian participants (non-delegates) in the Welcome Breakfast

8.00 – 10.30

Plenary session: Indonesia Australia Business Week Welcome Breakfast

The official IABW launch event to welcome delegates and hear about:

- Australia and Indonesia relationship
- Indonesia and the importance of strong business relationships
- Indonesia positioning for growth

Introductory speakers (TBC):

- His Excellency Mr Paul Grigson, Australian Ambassador to Indonesia
- The Hon Andrew Robb AO MP, Minister for Trade and Investment
- Republic of Indonesia Government Representative

Indonesia and Australia – Partnerships for the Future panel speakers:

- Mr Bruce Gosper, CEO, Australian Trade Commission (**panel moderator**)
- Bapak Mahendra Siregar, Chairman Board of Commissioners, PT Semen Indonesia
- Bapak Franciscus Welirang, Director, Indofood
- Dr Leonie Lethbridge, Regional Operating Officer, ANZ
- Mr Mauro Balzarini, Managing Director, Wellard Group Holdings
- Bapak Hariyadi Sukamdani, Chairman of the Board, APINDO (Indonesian Employers Association)
- Bapak Chris Kanter, Vice President and Vice Chairman, Trade and International Economic Cooperation, KADIN (Indonesian Chamber of Commerce and Industry)

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

10.30 – 11.00

Coffee/tea break and Registration for Indonesian participants in stream activity

11.00 – 12:30

CONCURRENT SESSION A

Grains industry
delegates

Roundtable discussion: Indonesia Australian Wheat Roundtable

Facilitator: Mr Ollie Shugg

A review of the demand and supply for Australian wheat in Indonesian. Discussion will also focus on partnerships (both current and potential future partnerships) between the Australian and Indonesian wheat industry in R&D, to enhance grain characteristics.

Venue: Lobo Private Room, Ground Floor, Ritz Carlton Hotel

11.00 – 12.15

CONCURRENT SESSION B

All Agriculture
Programme
delegates

Briefing: Indonesian Agriculture – The Big Picture

MC: Dr John Ackerman

An overview of Indonesia's agriculture sector and its capacity to meet Indonesia's food needs. In addition to domestic supply, the briefing will look at the role of trade and emergent trends in demographics and consumption.

Topics and speakers:

Please note this programme is subject to change

Time	Details
	<ul style="list-style-type: none"> Indonesian Agriculture – The Big Picture and Agenda Toward Food Security Dr Ir Gardjita Budi, M.Agr. St., Director General of the Agency for Food Security, Ministry of Agriculture Republic Indonesia Improving Indonesia Industry Processing and Value Adding Capability Dr Panggah Sutanto, M.M., Director General for Agro Industry, Ministry of Industry Republic Indonesia Australia’s Positioning toward Indonesia’s Interest in Food Sustainability and Capability-Building Mr Dean Merilees, Minister Counsellor Agriculture, Australian Government Department of Agriculture <p><i>Venue: Mutiara Ballroom 1, Lower Lobby, Ritz Carlton Hotel</i></p>
12.15 – 13.15	<p>Lunch</p> <p><i>Venue: Foyer/Entrance of Mutiara Ballroom 1, Lower Lobby, Ritz Carlton Hotel</i></p>
13.15 – 14.45 All Agriculture Programme delegates	<p>Panel Discussion: Detailed Overview of Protein Supply to Indonesia – A Plan Toward Food Sustainability</p> <p>MC: Dr John Ackerman</p> <p>The relationship between Australia and Indonesia in protein supply has been long established. How will increasing pressure to meet growing demand for protein shape the relationship in the future?</p> <p>Topics and speakers (TBC):</p> <ul style="list-style-type: none"> Live Cattle Agenda for Indonesian Government Dr Ir Muladno, MSA, Director General for Livestock and Health Services, Ministry of Agriculture Republic of Indonesia Aquaculture Agenda for Indonesian Government Mr Slamet Soebjacto, Director General for Aquaculture, Ministry of Marine Affairs and Fisheries Republic of Indonesia Potential opportunities for Australia and Indonesia partnership in Food Sustainability and Agriculture Farming and/or Industries Mr Juan Permata Adoe, Vice Chairman, Indonesia Chambers of Commerce and Industry (KADIN) Live Cattle, the Australian Perspective Mr Dean Merrilees, Minister Counsellor Agriculture, Australian Government Department of Agriculture <p><i>Venue: Mutiara Ballroom 1, Lower Lobby, Ritz Carlton Hotel</i></p>
14:45 – 15:15	<p>Coffee/tea break</p>
15.15 – 16.15 All Agriculture Programme delegates	<p>Panel discussion: Australia-Indonesia Potential Partnership Toward Food Sustainability</p> <p>A session to review opportunities for Indonesia–Australia partnerships in food sustainability that may exist in trade, capability-building, business collaboration and investment. Discussion will also look to identify areas where opportunities exist for Australia to add value to Indonesia’s plan for food sustainability.</p>

Please note this programme is subject to change

Time	Details
	<p>MC: Dr John Ackerman</p> <p>Speakers (TBC):</p> <ul style="list-style-type: none"> • Mr Richard Slaney, President Director, Elders Indonesia, PT • Mr Endro Susilo, Board Coordinator/Chairman, Indonesian Feedlot and Meat Producers Association (APFINDO) • Ms Esther Satyono, Director, Indonesian Mariculture Industries, PT • Dr Paul McShane, Chief Research Officer, Monash University • Ms Mirah Nuryati, Country Representative for Indonesia, ACIAR <p><i>Venue: Mutiara Ballroom 1, Lower Lobby, Ritz Carlton Hotel</i></p>
16.15 – 17.30	<p>Business networking with Indonesian agribusiness customers</p> <p>Delegates will be provided with an assigned desk to exhibit collateral and business information. Attending customers will be provided a chance to review and meet with delegates according to their interests.</p> <p><i>Venue: Mutiara Ballroom 1, Lower Lobby, Ritz Carlton Hotel</i></p>
17.30 – 18.30	<p>Break</p> <p>Dress code for Gala Dinner: Business / Batik attire</p>
18.30 – 21.00	<p>Gala Dinner – Indonesia Australia Business Week</p> <p>The Hon Andrew Robb AO MP, Minister for Trade and Investment, will host the Indonesia Australia Business Week Gala Dinner.</p> <p>Please ensure you are carrying your IABW delegate lanyard for security and identification.</p> <p><i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i></p>
<p>End of Wednesday Programme</p>	

Thursday 19 November 2015, Jakarta

Time

Details

Please wear your IABW delegate lanyard for security and identification during the day's events.

7.30 – 8.00

Registration for Indonesian participants (non-delegates) in plenary session

8.00 – 9.30

Plenary session: ASEAN – The Regional Growth Story

Moderator: Fraser Thompson, Director, Singapore, AlphaBeta

Discussion topics and panel speakers (TBC):

- The ASEAN-Australia relationship
His Excellency Mr Simon Merrifield, Australian Ambassador to ASEAN
- Why ASEAN and Why Now?
Mr David Landers, General Manager, East Asian Growth Markets Division, Austrade
- Case study: ANZ – Building a successful regional business
Mr Joseph Abraham, President Director, ANZ Indonesia
- Moderated panel discussion

Breakfast will be served at the session.

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

9.30 – 9.45

Coffee/tea break

9.45 – 11.00

Plenary session: Business Establishment in Indonesia (BKPM and Austrade)

A session to provide delegates with practical information on setting up ventures in Indonesia.

Speaker:

- Indonesia's investment priorities, policies and procedures
Mr Franciscus Sibarani, Chairman, BKPM (Indonesia Investment Coordinating Board)

Business panel: How to approach the market

- Wilfred Schultz, Principal, The Practice
- Mr David East, Director and Head of Transaction Services, KPMG Siddharta Advisory
- Mr Simon Linge, President, PT NS BlueScope Indonesia
- Mr Antonio Da Silva Costa, President Director, PT Bank Commonwealth

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

Note on remainder of Thursday Programme

The Thursday Agriculture Programme will include separate activities focused on red meat, aquaculture and sugar.

Each programme will be held concurrently. See programme details:

- Red Meat Programme – Page 6
- Aquaculture Programme – Page 7
- Sugar Programme – Page 8

Please note this programme is subject to change

CONCURRENT SESSION A

Red Meat Programme

11.00 – 13.10 **Panel discussion: Global Red Meat Demand and Value Chain**

Red meat industry delegates **Moderator:** Mr Bruce Wallner

Panel discussion followed by Q&A

Topics and speakers (TBC):

- 2015 Overview of Global Markets – Indonesia in Perspective
Mr Andrew Simpson, International Business Manager – Southern Asia, Meat and Livestock Australia
- Red Meat Supply / Demand Investment Forecast and Opportunities
Mr Patrick Vizzone, Head of Institutional Banking - Asia, National Bank Australia
- The Global Red Meat Value Chain – Indonesia's Perspective
Mr Thomas Sembiring, Chairman, Indonesian Meat Importers Association (ASPIDI)
- Innovation and Sustainability
Mr Haniwar Syarif, Executive Director, Meat Processing Association (NAMPA)
- Agriculture, Food, Nutrition & Health
Mr Archie Slamet, Country Director, CSIRO Indonesia
- Emerging Beef Trends
Ms Marg Will, Chief Executive Officer, Organic Systems & Solutions
- Concluding Remarks and Invitation to Join Lunch Networking Session

Venue: Mutiara 6 & 7, Level 2, Ritz Carlton Hotel

13.10 – 14.10 **Networking lunch**

Venue: Ballroom 3 & 5, Level 2, Ritz Carlton Hotel

14.10 – 15.20 **Panel Discussion: How Do We Meet Supply? Breeding and Genetics - Opportunities and Challenges**

Red meat industry delegates **MC:** Mr Bruce Wallner

Topics and speakers (TBC):

- Indonesian Government Plan and Objectives on Breeding
Ir Satria Nusantara, Head of Sub Directorate Release and Assessment, Directorate General of Livestock and Animal Health Service, Ministry of Agriculture Republic of Indonesia
- Indonesia Breeding Production and Programme
Mr Argi Argiris, S.Pt., MP, Lembang Artificial Insemination Centre
- Indonesia Breeding – an Industry Experience
Mr Kris Hidayat Sulisto, President Director, Sijiro Indonesia, PT

Venue: Ballroom 3 & 5, Level 2, Ritz Carlton Hotel

Please note this programme is subject to change

15.20 – 16.20 **Success Stories: Indonesia – Australia Partnerships**
MC: Mr Bruce Wallner
Speakers:

- Mr Dicky Adiwoso, President Director, Juang Jaya Abadi Alam, PT
- Mr Richard Slaney, President Director, Elders Indonesia, PT
- Mr Jimmy Halim, President Director, Pramana Agriresources, PT

Venue: Ballroom 3 & 5, Level 2, Ritz Carlton Hotel

16.20 – 17.20 **Informal business networking**
Venue: Ballroom 3 & 5, Level 2, Ritz Carlton Hotel

Red meat
industry delegates

17.20 – 18.30 **Break**
Dress code for Ambassador's Reception: Business attire

18.30 – 20.30 **Ambassador's Reception for Delegates**
Hosted by His Excellency Paul Grigson, Australian Ambassador to Indonesia
Venue: Ballroom 1 & 2, JW Marriot Hotel

CONCURRENT SESSION B
Aquaculture Programme

11.20 – 12.20 **Roundtable: Indonesian Aquaculture Industry - Current Condition and Opportunities**
MC: Dr John Ackerman
Venue: Mutiara 9, Level 3, Ritz Carlton Hotel

Aquaculture
industry delegates

12.20 – 13.30 **Networking lunch**
Venue: In front of Mutiara 8 & 9, Level 3, Ritz Carlton Hotel

13.30 – 13.40 **Assemble for transfer to external meeting**

13.30 – 14.30 **Travel to Suri Tani Pemuka, PT**

Delegates will travel as a group. Transport organised by Austrade
Address: Wisma Millenia, 6th Floor. Jl MT Haryono Kav. 16. Jakarta.

14.30 – 16.00 **Meeting: Suri Tani Pemuka, PT**
Aquaculture industry delegates **Facilitator:** Dr John Ackerman
Close review of Japfa Comfeed, PT integrated business operation, specifically their aquaculture farming and processing operation under Suri Tani Pemuka, PT. Delegates will have an opportunity to discuss and identify potential business opportunities, partnerships and collaboration.

16.00 – 17.00 **Return travel to hotel**
Delegates will travel as a group. Transport organised by Austrade

17.00 – 18.30 **Break**
Dress code for Ambassador's Reception: Business attire

18.30 – 20.30 **Ambassador's Reception for Delegates**
Hosted by His Excellency Paul Grigson, Australian Ambassador to Indonesia
Venue: Ballroom 1 & 2, JW Marriott Hotel

CONCURRENT SESSION C
Sugar Programme

11.30 – 13.30 **Roundtable discussion: Indonesian Sugar Industry**
Sugar industry delegates **Facilitator:** Mr Dean Merrilees
An overview by the Australian Sugar Industry and Indonesian Government on industry policy, followed by discussion on the Indonesian sugar supply chain, best practice, R&D and other challenges facing the industry.
Venue: Mutiara 8, Level 3, Ritz Carlton Hotel

13.30 – 14.30 **Networking lunch**
Venue: In front of Mutiara 8 & 9, Level 3, Ritz Carlton Hotel

14.30 – 18.30 **Break**
Dress code for Ambassador's Reception: Business attire

18.30 – 20.30 **Ambassador's Reception for Delegates**
Hosted by His Excellency Paul Grigson, Australian Ambassador to Indonesia
Venue: Ballroom 1 & 2, JW Marriott Hotel

End of Thursday Programme

Friday 20 November 2015, Jakarta

Time	Details
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Breakfast – delegates own arrangements

Delegates departing Jakarta should check-out prior to leaving for site visit.

The Friday programme comprises three field visit options: Cattle, Aquaculture and Grains

CONCURRENT FIELD VISIT A

Red Meat Industry Delegates (accompanied by Mr Bruce Wallner)

06.45 – 07.00 **Assemble in lobby for transfer to site visit**

07.00 – 08.45 **Travel to field visit**

Address: Jalan Raya Purwadadi Desa Kaliangsana Kecamatan Kalijati Subang, Jawa Barat

09.00 – 10.45 **Field visit 1: Bina Mentari Tunggal Feedlot and Abattoir**

KIBIF's vision is to become the pride of the nation by producing beef that is to an international quality standard and providing the best service to consumers. KIBIF's Bina Mentari Tunggal Feedlot and Abattoir is where cattle raising and fattening from formulated feed are undertaken in a clean, ventilated system to ensure a high standard of animal welfare. KIBIF implements an integrated industrial system in one location to minimise stress levels on cattle and produce high quality and long shelf life beef products.

11.00 – 13.00 **Return travel from field visit to hotel**

End of Indonesia Australia Business Week Programme

CONCURRENT FIELD VISIT B

Aquaculture Industry Delegates (accompanied by Dr John Ackerman)

06.45 – 07.00 **Assemble in lobby for transfer to site visit**

07.00 – 07.45 **Travel to field visit**

Address: Jalan Raya Setu No. 1 Cilangkap, Jakarta Timur

08.00 – 09.00 **Field visit 1: Fish Quarantine and Disease Control**

**Aquaculture
industry
delegates**

Operated by the Ministry of Maritime and Fisheries, the Fish Quarantine and Disease Control centre's main role is to monitor and prevent disease outbreak, quarantine activities and conduct quality management. The centre also operates as a laboratory for testing quarantine standards.

09.00 – 10.30 **Travel to next field visit**

Address: Jalan Raya Keadilan Rawa Denok, Kecamatan Pancoran Mas, Depok

10.30 – 11.30 **Field visit 2: Biofloc Aquaculture Farming**

**Aquaculture
industry**

Biofloc Aquaculture specialises in the farming of catfish through the application of biofloc technology. Biofloc technology provides advantages in land, water and feed efficiency to increase

Please note this programme is subject to change

Time	Details
delegates	fish health and performance. Biofloc Aquaculture received an award from the Indonesian Government for their success in adopting the biofloc technology which increased the groups capability and efficiency.
11.30 – 13.00	Travel to lunch venue <i>Address: Menara Rajawali Lt.1, Jl. Dr. Ide Anak Agung Gde Agung Lot#5.1, Kawasan Mega Kuningan, Daerah Khusus Ibukota Jakarta</i>
13.00 – 14.00	Lunch <i>Eastern and Oriental Restaurant</i>
14.00 – 14.30	Return travel to hotel

End of Indonesia Australia Business Week Programme

CONCURRENT FIELD VISIT C

Grains Industry Delegates (accompanied by Mr Ollie Shugg)

13.15 – 13.30	Assemble in lobby for transfer to site visit
13.30 – 14.30	Travel to field visits <i>Address: Jl. Raya Cilincing No.1, Tanjung Priok, Kali Baru, Cilincing, Kota Jkt Utara, Daerah Khusus Ibukota, Jakarta</i>
14.30 – 16.00	Field visit: Bogasari Flour Mill
Grains industry delegates	Bogasari Flour is part of the Indofood Group of companies, and is primarily a producer of wheat flour as well as pasta, with business operations supported by its own shipping and packing units.
16.00 – 17.00	Return travel to hotel

End of Indonesia Australia Business Week Programme



INDONESIA AUSTRALIA BUSINESS WEEK JAKARTA 2015



Education – Transnational Skills Programme

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Tuesday 17 November 2015, Jakarta

Time	Details
Afternoon	<p>Delegates arrive in Jakarta</p> <p>Recommended accommodation:</p> <p>The Ritz-Carlton Jakarta, Mega Kuningan: Jalan DR Ide Anak Agung Gde Agung Kav. E.1.1 No.1 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 2551 8888</p> <p>JW Marriott Hotel Jakarta: Jl. DR Ide Anak Agung Gde Agung Kav. E.1.2 No. 1 & 2 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 5798 8888</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged by the hotel at an additional expense. Please select a preferred transfer option when making your hotel booking.</p>
17.30 – 20.00	<p>Registration and reception for delegates</p> <p>Delegates will register and collect their IABW delegate pack, including a lanyard for security and identification during the three-day programme of events.</p> <p>Delegates are invited to join the Austrade team and delegates from across the eight stream programmes for a welcome reception. A security briefing will also be provided.</p> <p><i>Venue: Lobo Restaurant, Level 1, Ritz Carlton Hotel</i></p>

Please note this programme is subject to change

Wednesday 18 November 2015, Jakarta

Time

Details

Please wear your IABW delegate lanyard for security and identification during the day's events.

7.30 – 8.00 **Registration for Indonesian participants (non-delegates) in the Welcome Breakfast**

8.00 – 10.30 **Plenary session: Indonesia Australia Business Week Welcome Breakfast**

The official IABW launch event to welcome delegates and hear about:

- Australia and Indonesia relationship
- Indonesia and the importance of strong business relationships
- Indonesia positioning for growth

Introductory speakers (TBC):

- His Excellency Mr Paul Grigson, Australian Ambassador to Indonesia
- The Hon Andrew Robb AO MP, Minister for Trade and Investment
- Republic of Indonesia Government Representative

Indonesia and Australia – Partnerships for the Future panel speakers:

- Mr Bruce Gosper, CEO, Australian Trade Commission (**panel moderator**)
- Bapak Mahendra Siregar, Chairman Board of Commissioners, PT Semen Indonesia
- Bapak Franciscus Welirang, Director, Indofood
- Dr Leonie Lethbridge, Regional Operating Officer, ANZ
- Mr Mauro Balzarini, Managing Director, Wellard Group Holdings
- Bapak Hariyadi Sukamdani, Chairman of the Board, APINDO (Indonesian Employers Association)
- Bapak Chris Kanter, Vice President and Vice Chairman, Trade and International Economic Cooperation, KADIN (Indonesian Chamber of Commerce and Industry)

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

10.30 – 11.00 **Coffee/tea break and Registration for Indonesian participants in stream activities**

11.00 – 12.30 **Masterclasses for HR professionals of Indonesian firms**

Delegates will join HR professionals from a range of Indonesian firms to take part in a masterclass session that will demonstrate the value of Australian training.

The masterclasses will be delivered by Australian education providers in an interactive and practical manner, with the objective of giving Indonesian participants hands-on insights and experience of Australian training methodologies. Two sessions will run concurrently.

Session 1	Session 2
Facilitators: <ul style="list-style-type: none">• Jayne Miller, Canberra Institute of Technology• Heather Roberts, TAFE NSW Sydney Institute	Part A Facilitator: <ul style="list-style-type: none">• Brenda Cleaver, TAFE NSW Northern Sydney Institute Part B Facilitator: <ul style="list-style-type: none">• Laurence Taruman, AAMC

Following the masterclass, the session will conclude with a Q&A session and discussion on possible

Please note this programme is subject to change

Time	Details
	<p>applications of Australian training. Delegates will then proceed into a networking luncheon with Indonesian participants.</p> <p><i>Venue: Mutiara 1, 2 & 3, Level 2, Ritz Carlton Hotel</i></p>
12.30 – 13.30	<p>Networking luncheon</p> <p>Opportunity for delegates to meet and interact with HR professionals from Indonesian corporates.</p> <p><i>Venue: Mutiara 1, Level 2, Ritz Carlton Hotel</i></p>
13.30 – 13.40	<p>Assemble in lobby for transport to site visit</p>
13.40 – 15.00	<p>Travel to Australia Indonesia Professional Training Institute (AIPRO) (Careers Australia/ PT Top Food Indonesia Training facilities)</p> <p>Delegates will travel as a group. Transport organised by Austrade</p> <p><i>Address: Menara Top Food Indonesia, Jl. Jalur Sutera Barat No. 3, Alam Sutera, Tangerang.</i></p>
15.00 – 17.00	<p>Site visit: Official opening of the AIPRO Training Centre</p> <p>A Joint Venture between PT Top Food Indonesia / Careers Australia Group</p> <p>Delegates will attend the official opening ceremony of the Australia Indonesia Professional Training Centre (AIPRO) and take part in a tour and discussion of the facility and its operations with the CEO of Careers Australia Group, Walter Gilmore and President Director and CEO, PT Top Foods Indonesia Mr Andrew Nugroho.</p> <p>AIPRO is a joint venture between PT Top Foods Indonesia and Careers Australia Group. PT Top Foods owns Es Teler 77, which has over 200 outlets in malls in Indonesia, Singapore, Malaysia and Australia and is credited for being the first Indonesian franchise operation.</p> <p>AIPRO trains employees of Es Teler 77 and other prominent brands in the hotel, restaurant and catering industry in Indonesia.</p> <p>This visit will address questions of industry selection and skills need, business models and commercial viability, business impact of training, quality assurance and compliance issues.</p>
17.00 – 18.10	<p>Return travel to hotel</p> <p>Delegates will travel as a group. Transport organised by Austrade</p>
18.10 – 18.30	<p>Break</p> <p>Dress code for Gala Dinner: Business / Batik attire</p>
18.30 – 21.45	<p>Gala Dinner – Indonesia Australia Business Week</p> <p>The Hon Andrew Robb AO MP, Minister for Trade and Investment, will host the Indonesia Australia Business Week Gala Dinner.</p> <p>Please ensure you are carrying your IABW delegate lanyard for security and identification.</p> <p><i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i></p>
End of Wednesday Programme	

Please note this programme is subject to change

Thursday 19 November 2015, Jakarta

Time	Details
Please wear your IABW delegate lanyard for security and identification during the day's events.	
7.30 – 8.00	Registration for Indonesian participants (non-delegates) in plenary session
8.00 – 9.30	Plenary session: ASEAN – The Regional Growth Story Moderator: Fraser Thompson, Director, Singapore, AlphaBeta Discussion topics and panel speakers (TBC): <ul style="list-style-type: none">• The ASEAN-Australia relationship His Excellency Mr Simon Merrifield, Australian Ambassador to ASEAN• Why ASEAN and Why Now? Mr David Landers, General Manager, East Asian Growth Markets Division, Austrade• Case study: ANZ – Building a successful regional business Mr Joseph Abraham, President Director, ANZ Indonesia• Moderated panel discussion Breakfast will be served at the session. <i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i>
9.30 – 9.45	Coffee/tea break
9.45 – 11.00	Plenary session: Business Establishment in Indonesia (BKPM and Austrade) A session to provide delegates with practical information on setting up ventures in Indonesia. Speaker: <ul style="list-style-type: none">• Indonesia's investment priorities, policies and procedures Mr Franciscus Sibarani, Chairman, BKPM (Indonesia Investment Coordinating Board) Business panel: How to approach the market <ul style="list-style-type: none">• Wilfred Schultz, Principal, The Practice• Mr David East, Director and Head of Transaction Services, KPMG Siddharta Advisory• Mr Simon Linge, President, PT NS BlueScope Indonesia• Mr Antonio Da Silva Costa, President Director, PT Bank Commonwealth <i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i>
11.30 – 13.00	Symposium: Addressing the skills challenge in Indonesia – Government Perspective Delegates will be provided with insights to understand the nature of skill shortages in Indonesia, including the impact of the Asian Economic Community in accentuating shortages; the industries in which they are greatest; what may be required to address the shortages; and role of government in supporting the involvement of Australian training providers. Indonesia's Certification Agency (BNSP) has prescribed 12 priority sectors into which potential Australian TAFEs and private providers can contribute content, training and assessment. Topics and speakers (TBC): <ul style="list-style-type: none">• Indonesia's Competency Based-Manpower Development By Ir Sumarna F. Abdurrahman, Chairman of Indonesian Professional Certification Authority

Please note this programme is subject to change

(BNSP)

- The Indonesian Government's Policy on the Development of Industrial Workers

By Drs. Mujiyono, MM, Director of Education and Training, Indonesian Ministry of Industry

It is anticipated that Senator the Hon. Richard Colbeck, Minister for Tourism and International Education, will attend this symposium discussion.

Venue: Grand Mutiara 2, Lower Lobby, Ritz Carlton Hotel

13.00 – 14.00 **Luncheon**

Venue: Foyer Grand Mutiara 2, Lower Lobby, Ritz Carlton Hotel

14.00 – 15.25 **Symposium: An industry perspective on industry training needs (Part 1)**

APINDO, the Indonesian Employer's Association representing around 15,000 Indonesian employers, will share their perspective on Indonesian skills and training needs with a focus on opportunities for Australian training. APINDO will be joined by two organisations, PT Multistrada and Theiss Indonesia who will discuss their organisation's approach to skills development and challenges of workforce training.

Speakers:

- Mrs Iftida Yasar, APINDO
- Mr Uthan MA Sadikin, Director, PT. Multistrada Arah Sarana (TBC)
- Mr Tony Borkett, Manager Technical Training and Development, Thies Indonesia

The panel discussion will conclude with a Q&A session before proceeding into facilitated roundtable discussions.

Venue: Grand Mutiara 2, Lower Lobby, Ritz Carlton Hotel

OPTION 1: Denpasar (Hospitality and Tourism training delegates only)

15.25 – 15.45 **Assemble in lobby for departure to airport**

15.45 – 17.30 **Travel to airport**

Delegates will travel as a group. Austrade will provide airport transfers in Jakarta and Bali for delegates taking flight GA 418.

Delegates are responsible for their own flights from Jakarta to Denpasar.

18.30 – 21.30 **Flight to Denpasar** on recommended flight GA 418

OR

21:15 – 0:15 Alternative flight GA 424 (if GA 418 is unavailable)

15.25 – 15.50 **OPTION 2: Jakarta continued**

Networking Afternoon Tea

Opportunity for delegates to meet and interact with Indonesian companies.

Venue: Foyer Grand Mutiara 2, Lower Lobby, Ritz Carlton Hotel

15.50 – 16.30 **Symposium discussion: An Industry perspective on industry training needs (Part 2)**

Australian delegates will participate in facilitated roundtable discussions with Indonesian participants providing an opportunity for Australian delegates to convey the key attributes of the Australian training system, understand the skills challenges and training needs of Indonesian employers, and

Please note this programme is subject to change

the opportunities and potential ways to address them.

Venue: Grand Mutiara 2, Lower Lobby, Ritz Carlton Hotel

16.30 – 18.30 **Break**

Dress code for Ambassador's Reception: Business attire

18.30 – 20.30 **Ambassador's Reception for Delegates**

Hosted by His Excellency Paul Grigson, Australian Ambassador to Indonesia

Venue: Ballroom 1 & 2, JW Marriott Hotel

End of Thursday Programme

Friday 20 November 2015, Bali (OPTION 1)

Time	Details
	<p>Please wear your IABW delegate lanyard for security and identification during the day's events.</p>
	<p>Site visit: Denpasar (Bali) in partnership with the Export Council of Australia</p> <p>This component of the programme will include:</p> <ul style="list-style-type: none">- Site visits to two of Bali's premier tourism institutes- Seminar with local government and the Food & Drug Control Agency, hosted by Australia's Consul-General
	<p>Background: Demand drivers in Bali</p> <p>Bali is Indonesia's most important tourist destination, hosting more than one-third of foreign visitors in 2014 (more than 3.7 million and an annual growth of almost 15 per cent). Australian tourists constitute the largest group (26 per cent share in 2014) followed by the Chinese (15.5 per cent), according to the Bali Government Tourism Office.</p> <p>According to the Indonesian Hotel and Restaurant Associations (PHRI, 2014), the island has a total of 2,260 star-rated and non-star-rated hotels. As an average operational standard, a star-rated hotel needs at least 300 operational staff, 40 middle-management level staff, and five high-level management staff.</p> <p>There is strong demand for skilled staff in culinary, housekeeping, spa and cruise crewing (Bali is a recruiting center for crews). However, according to the BPS, there are only 5,000 graduates every year in tourism and hospitality across Indonesia. From this 5,000, only around 20 per cent graduated from a Balinese institution, and around one-third of those leave the island to work overseas or elsewhere in Indonesia. As a result, the local hotel industry is already experiencing a shortage of skilled labour and fears further pressure with the advent of the ASEAN Economic Community.</p> <p>Note: Delegates from the Premium Food & Beverage Programme will also visit Bali.</p>
7.30 – 7.45	Assemble for transfer to site visit
7.45 – 8.30	<p>Depart for Bali Tourism Institute / Sekolah Tinggi Pariwisata Nusa Dua (Government School)</p> <p>Delegates will travel as a group. Transport organised by Austrade</p> <p><i>Address: Jl. Darmawangsa, Kampial, Kel. Benoa, Kec. Kuta Selatan, Nusa Dua 80363</i></p>
8.30 – 10.15	<p>Site visit: Bali Tourism Institute/ Sekolah Tinggi Pariwisata Nusa Dua</p> <p>Bali Tourism Institute is a government school managed under the Ministry of Tourism. Delegates will meet the School's Director and faculty heads to discuss opportunities available in Bali for vocational education and training delivery, partnership and accreditation. This will provide Australian training providers with insights into the current state of training, tertiary education and the focus of government efforts to meet local and international demand. The visit will include a tour of the facilities.</p> <p>It is anticipated that Senator the Hon. Richard Colbeck, Minister for Tourism and International Education, will join this site visit.</p>
10.15 – 11.00	<p>Return travel to hotel</p> <p>Delegates will travel as a group. Transport organised by Austrade</p>

Please note this programme is subject to change

11.30 – 13.30 **Panel discussion (and lunch): Opportunities in Bali, Indonesia’s Tourist Hub**

A session providing an overview of the vibrant hospitality sector in Bali and insights into trends and opportunities followed by a Q&A session. It will be attended by importers, food service contacts, tourism schools, BPOM Bali (The National Agency of Drug And Food Control) and members of key industry associations. Delegates will have the opportunity to network with local players over lunch.

Speakers (TBC):

- **Mr Jean Le Coz, Vice Chairman at Bali Hotels Association:** A professional group of star-rated hotels and resorts in Bali. Members include General Managers from more than 100 hotels and resorts in Bali that represent more than 15,000 hotel rooms and almost 30,000 employees in the tourism sector.
- **Mr Ir. Tjok Oka A. A. Sukawati, M.Si, Chairman PHRI Bali (Indonesian Hotel and Restaurant Association, Bali):** A non-profit association of hotel owners, restaurant owners and professionals, which focuses its activities on the development and growth of the tourism industry in Indonesia.
- **Mr. I Nyoman Suasta, Chairman IFBEC Bali (Indonesian Food & Beverage Executive Association, Bali):** A professional association for those working in the F&B industry, with 220 members including executive F&B professionals and suppliers.

Note: F&B delegates will stay longer to conclude the panel closer to 14.00

Lunch will be provided during this session.

Venue: The Ballroom, Maya Sanur Resort & Spa

13.30 – 14.15 **Depart for The International Bali Tourism Institute (Private school)**

Delegates will travel as a group. Transport organised by Austrade

Address: Jl. Tari Kecak No. 12, Gatot Subroto Timur, Denpasar 80239

14.15 – 16.00 **Site visit: The International Bali Tourism Institute (Private school)**

Delegates will meet the school’s leadership team and discuss opportunities to collaborate in curricula development, staff and student exchanges, student work experience, dual certificates and degrees, and assistance with an English language laboratory. The visit will include a tour of the facilities and possible student session.

16.00 – 16.45 **Return travel to hotel**

Delegates will travel as a group. Transport organised by Austrade

16.45 – 18.00 **Break**

18.00 – 20.00 **Consul General’s Reception for delegates with Indonesia Australia Business Council (IABC) Bali Chapter members, Indonesian Chamber of Commerce (KADIN Bali) and Bali business community.**

Venue: The Pavilion, Maya Sanur Resort & Spa

End of Indonesia Australia Business Week Programme

Friday 20 November 2015, Jakarta (OPTION 2)

Time	Details
Please wear your IABW delegate lanyard for security and identification during the day's events.	
8.00 – 9.30	<p>Indonesia Australia Business Week Wrap Up Breakfast hosted by IABC and AIBC</p> <p>A session for delegates in Jakarta to summarise key mission take-aways and the role of the bilateral councils.</p> <p>Speakers:</p> <ul style="list-style-type: none">Indonesia Australia Business CouncilAustralia Indonesia Business Council <p><i>Venue: Ballroom 1 & 2, Level 2, JW Marriott</i></p>
10.00 – 10.30	<p>Travel to Tugu Kunstkring Paleis Restaurant</p> <p>Delegates will travel as a group. Transport organised by Austrade. Transport will depart from the JW Marriott Hotel.</p> <p><i>Address: Jl Teuku Umar no. 1, Menteng, Jakarta</i></p>
10.30 – 11.45	<p>Discussion: Opportunities for development cooperation and working with APTISI</p> <p>This session will focus on understanding the Australian Government's approach to development in Indonesia and opportunities for collaboration in training.</p> <p>Delegates will also hear from the Association for Private Higher Education Institutions (APTISI) and discuss opportunities for collaboration.</p> <p>Speakers:</p> <ul style="list-style-type: none">Dr Janne Laukkala, Short Term Awards Adviser, Australia Awards IndonesiaMr George Marantika, Chairman International Relations, Association for Private Higher Education Institutions, APTISI
11.45 – 12.45	<p>Luncheon</p>
12.45 – 13.45	<p>Travel to Polytechnic Manufacturing ASTRA</p> <p>Delegates will travel as a group. Transport organised by Austrade</p> <p><i>Address: Komplek Astra International Gedung B, Jl Gaya Motor Raya no 8, Sunter II, Jakarta</i></p>
13.45 – 16.00	<p>Site visit: Polytechnic Manufacturing ASTRA</p> <p>Delegates will visit Polytechnic Manufacturing ASTRA (Polman ASTRA) the training facility of PT ASTRA International Tbk. PT ASTRA is a large Indonesian conglomerate employing 227,000 people across 191 subsidiaries, associated companies, and jointly-controlled entities in six business segments. These segments include Automotive, Financial Services, Heavy Equipment and Mining, Agribusiness, Infrastructure and logistics, Information Technology.</p> <p>Polman ASTRA was established to develop a reliable and skilled workforce for the organisation and current training programs have been across all business segments.</p> <p>Delegates will tour facilities and take part in a discussion with the Director of Polman ASTRA about current and future priorities of the organisation including industry developments.</p>

Please note this programme is subject to change

Time	Details
16.00 – 17.00	Return to hotel. Conclude education program Delegates will travel as a group. Transport organised by Austrade

End of Indonesia Australia Business Week Programme



INDONESIA AUSTRALIA BUSINESS WEEK JAKARTA 2015



Healthcare and Seniors Living Programme

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Tuesday 17 November 2015, Jakarta

Time	Details
Afternoon	<p>Delegates arrive in Jakarta</p> <p>Recommended accommodation:</p> <p>The Ritz-Carlton Jakarta, Mega Kuningan: Jalan DR Ide Anak Agung Gde Agung Kav. E.1.1 No.1 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 2551 8888</p> <p>JW Marriott Hotel Jakarta: Jl. DR Ide Anak Agung Gde Agung Kav. E.1.2 No. 1 & 2 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 5798 8888</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged by the hotel at an additional expense. Please select a preferred transfer option when making your hotel booking.</p>
17.30 – 20.00	<p>Registration and reception for delegates</p> <p>Delegates will register and collect their IABW delegate pack, including a lanyard for security and identification during the three-day programme of events.</p> <p>Delegates are invited to join the Austrade team and delegates from across the eight stream programmes for a welcome reception. A security briefing will also be provided.</p> <p><i>Venue: Lobo Restaurant, Level 1, Ritz Carlton Hotel, Mega Kuningan</i></p>

Please note this programme is subject to change

Wednesday 18 November 2015, Jakarta

Time	Details
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Please wear your IABW delegate lanyard for security and identification during the day's events.

7.30 – 8.00 **Registration for Indonesian participants (non-delegates) in the Welcome Breakfast**

8.00 – 10.30 **Plenary session: Indonesia Australia Business Week Welcome Breakfast**

The official IABW launch event to welcome delegates and hear about:

- Australia and Indonesia relationship
- Indonesia and the importance of strong business relationships
- Indonesia positioning for growth

Introductory speakers (TBC):

- His Excellency Mr Paul Grigson, Australian Ambassador to Indonesia
- The Hon Andrew Robb AO MP, Minister for Trade and Investment
- Republic of Indonesia Government Representative

Indonesia and Australia – Partnerships for the Future panel speakers:

- Mr Bruce Gosper, CEO, Australian Trade Commission (**panel moderator**)
- Bapak Mahendra Siregar, Chairman Board of Commissioners, PT Semen Indonesia
- Bapak Franciscus Welirang, Director, Indofood
- Dr Leonie Lethbridge, Regional Operating Officer, ANZ
- Mr Mauro Balzarini, Managing Director, Wellard Group Holdings
- Bapak Hariyadi Sukamdani, Chairman of the Board, APINDO (Indonesian Employers Association)
- Bapak Chris Kanter, Vice President and Vice Chairman, Trade and International Economic Cooperation, KADIN (Indonesian Chamber of Commerce and Industry)

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

10.30 – 11.00 **Coffee/tea break and registration for Indonesian participants in stream roundtable**

Note: At this point it is very important that delegates make their own way to Mutiara 17 & 18, Ground Floor, for the roundtable, as Fera and Joel will already be there welcoming the speakers and sorting out logistics.

11.00 – 12.30 **Roundtable/seminar: Healthcare and Seniors Living**

Briefing by local experts on trends in healthcare and seniors living in Indonesia, including an overview of opportunities and challenges in the market.

Discussion topics and speakers:

- Current and proposed government policy in the healthcare and seniors living sector
Senior representative, Indonesian Ministry of Health (TBC)
 - Indonesian healthcare market outlook
Ms Julie McCaughan RN, Director of Nursing Development & Clinical Operations, Siloam Hospital Group
 - Seniors Living developments in Indonesia
Mr Marlin Marpaung, Chairman of Indonesian Senior Living Association (ASLI) & Director of D'Khayangan Seniors Living
 - Current challenges and opportunities for partnerships with local entities
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Please note this programme is subject to change

Time	Details
	<p>Ms Jyoti Nagrani, Consulting Analyst Healthcare, Frost & Sullivan Indonesia</p> <ul style="list-style-type: none"> Question and answer session, moderated by: <ul style="list-style-type: none"> Mr Brian Indradjaja, Deloitte Indonesia Mr Steve Aditya, Lifesciences and Healthcare Leader, Deloitte Indonesia <p><i>Venue: Mutiara 17 & 18, Lower Lobby, Ritz Carlton Hotel</i></p>
12.30 – 13.45	<p>Networking luncheon</p> <p>An opportunity for delegates and Indonesian counterparts to share experiences in an informal environment. Delegates will be joined by roundtable participants and also Indonesian companies invited to the subsequent Facilitated Networking session.</p> <p><i>Venue: Grand Mutiara 2, Lower Lobby, Ritz Carlton Hotel</i></p> <p>Note: this room is next to Mutiara 17 & 18, location of the roundtable.</p>
13.45 – 14.00	<p>Registration for Indonesian participants (non-delegates) in facilitated networking session</p> <p><i>Venue: Grand Mutiara 2, Lower Lobby, Ritz Carlton Hotel</i></p>
14.00 – 16.00	<p>Facilitated networking: Healthcare and Seniors Living</p> <ul style="list-style-type: none"> Welcome to participants and overview of Australian Healthcare and Seniors Living capabilities Mr Joel Backwell, Austrade Introduction to Australian delegates and brief snapshot of capabilities (an opportunity for delegates to briefly explain their value proposition) Facilitated networking with Indonesian healthcare and seniors living companies <p>Note: While Austrade is not able to facilitate tailored one-on-one business matching, this event will introduce delegates to potential partners, customers and agents in Indonesia. Delegates should come prepared with plenty of business cards and a clear pitch for their company's offerings. Delegates should come prepared with a 90-second "elevator pitch" for this session.</p> <p><i>Venue: Grand Mutiara 2, Lower Lobby, Ritz Carlton Hotel</i></p>
16.00 – 18.30	<p>Break</p> <p>Dress code for Gala Dinner: Business / Batik attire</p>
18:00 – 18:30	<p>Registration for Indonesian participants (non-delegates) at Gala Dinner</p>
18.30 – 21.45	<p>Gala Dinner – Indonesia Australia Business Week</p> <p>The Hon Andrew Robb AO MP, Minister for Trade and Investment, will host the Indonesia Australia Business Week Gala Dinner.</p> <p>Please ensure you are carrying your IABW delegate lanyard for security and identification.</p> <p><i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i></p>

End of Wednesday Programme

Please note this programme is subject to change

Thursday 19 November 2015, Jakarta

Time	Details
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Please wear your IABW delegate lanyard for security and identification during the day's events.

7.30 – 8.00 **Registration for Indonesian participants (non-delegates) in plenary session**

8.00 – 9.30 **Plenary session: ASEAN – The Regional Growth Story**

Moderator: Fraser Thompson, Director, Singapore, AlphaBeta

Discussion topics and panel speakers (TBC):

- The ASEAN-Australia relationship
His Excellency Mr Simon Merrifield, Australian Ambassador to ASEAN
- Why ASEAN and Why Now?
Mr David Landers, General Manager, East Asian Growth Markets Division, Austrade
- Case study: ANZ – Building a successful regional business
Mr Joseph Abraham, President Director, ANZ Indonesia
- Moderated panel discussion

Breakfast will be served at the session.

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

9.30 – 9.45 **Coffee/tea break**

9.45 – 11.00 **Plenary session: Business Establishment in Indonesia (BKPM and Austrade)**

A session to provide delegates with practical information on setting up ventures in Indonesia.

Speaker:

- Indonesia's investment priorities, policies and procedures
Mr Franciscus Sibarani, Chairman, BKPM (Indonesia Investment Coordinating Board)

Business panel: How to approach the market

- Wilfred Schultz, Principal, The Practice
- Mr David East, Director and Head of Transaction Services, KPMG Siddharta Advisory
- Mr Simon Linge, President, PT NS BlueScope Indonesia
- Mr Antonio Da Silva Costa, President Director, PT Bank Commonwealth

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

11.00 – 11.15 **Assemble in lobby for transfer to lunch venue**

Note: Timing here is tight. As soon as the BKPM session has finished, all delegates will need to move immediately to the bus. Buses do not depart from the hotel lobby. They depart from the street level Ballroom Entrance, accessed via the escalator on level 2, located (and partially hidden) behind the Grand Ballroom. There will be no time for delegates to return to their rooms.

11.15 – 11.35 **Travel to lunch venue**

Delegates will travel as a group. Transport organised by Austrade

Please note this programme is subject to change

11.35 – 13.15 **Luncheon presentation: Australian experience in Indonesia**

An opportunity for delegates to hear from Ramsay Healthcare Indonesia about their experiences as an Australian company operating in Indonesia, including the opportunities and challenges they have faced in the market.

- Mr Bronte Kumm, Group CEO, Ramsay Sime Darby Healthcare
- Dr Juniwati Gunawan, President Director, Ramsay Healthcare Indonesia
- Mr Armen Antonius, Chief Financial Officer, Ramsay Health Care Indonesia

Note: We anticipate that the lunch and following site visit to Dr. Cipto Mangunkusumo public hospital will be attended by the Hon Sussan Ley, Minister for Health, Aged Care and Sport.

Venue: Oasis Restaurant, Jl. Raden Saleh Raya No. 47, Cikini, Jakarta 10330

13.15 – 13.45 **Travel to site visit**

Delegates will travel as a group. Transport organised by Austrade

Address: Jl. Diponegoro No.71, Senen, Jakarta Pusat, DKI Jakarta 10430

13.45 – 16.30 **Site visit: RSUPN Dr. Cipto Mangunkusumo (Public Hospital)**

An opportunity for delegates to discuss medical devices and healthcare technology development with senior representatives from a major Indonesian hospital, and take a guided tour of the site. Delegates should come prepared to speak for around 5 minutes each on their company's offerings.

Located in central Jakarta, Dr. Cipto Mangunkusumo (or RSCM) is the country's largest government hospital and also serves as a teaching hospital for the Faculty of Medicine, University of Indonesia.

With a 1,000-bed capacity, RSCM has 46 general practitioners, 614 specialist physicians, 71 dental specialists, 1,454 nurses and 407 non paramedic nurses. Among the hospital's 13-hectare property, RSCM is building a new wing for geriatric services, including palliative and mental health services.

RSCM was the first public hospital to receive accreditation from Accreditation JCI (Joint Commission International). The President Director of RSCM, Dr. C.H. Soejono and Dr. Nina Kemala Sari, Director of Development and Marketing, both carried out their gerontology training at the Royal Adelaide Hospital.

RSCM is potentially keen to explore partnership opportunities and interested to learn from Australia in the following areas:

- Home care and palliative training
- Multidisciplinary cancer care and hospital cancer registry development
- Remote healthcare technology
- Neonatal Emergency Transport Systems (NETS)
- Emergency care

Note: Delegates have been divided into two groups for this site visit (Group 1: Senior Living and Geriatric Care and Group 2: Medical Devices and Health IT). Delegates should come prepared to present their value proposition to the senior hospital management representatives. If this means you will require a presentation or any collateral or physical samples, you will need to bring these with you to the ASEAN breakfast.

16.30 – 17.30 **Return travel from site visit**

Delegates will travel as a group. Transport organised by Austrade

17.30 – 18.30 **Break**

Dress code for Ambassador's Reception: Business attire

18.30 – 20.30 **Ambassador's Reception for Delegates**

Hosted by His Excellency Paul Grigson, Australian Ambassador to Indonesia

Venue: Ballroom 1 & 2, JW Marriott Hotel

Note: the venue for this event is the JW Marriott, not the Ritz Carlton. Delegates can access the JW Marriott using the underground tunnel located on the lower lobby to the left of Mutiara 17 & 18.

End of Thursday Programme

Friday 20 November 2015, Jakarta

Time	Details
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Breakfast – delegates own arrangements

Please wear your IABW delegate lanyard for security and identification during the day's events.

Delegates departing Jakarta should check-out prior to leaving for site visit

7.20 – 7.30	Assemble outside the street level Ballroom Entrance, which is accessed via escalator in the foyer outside Ballroom 2 on Level 2. It is essential that delegates are in the lobby by 7.30am so that we can minimise the length of time we are stuck in morning peak hour traffic.
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Note: Any delegates that are leaving Jakarta on Friday night are advised to go directly to the airport from Cochlear, and so will need to check out of their rooms on Friday morning and bring all of their luggage with them.

7.30 – 9.15	Travel to first site visit
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Delegates will travel as a group. Transport organised by Austrade

9.30 – 11.30	Site visits (two groups)
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Delegates have been split into two groups: one will visit a hospital and the other group will visit a seniors living centre. Both groups will then meet up again at the Cochlear Training and Experience Centre in the afternoon. The site visits provide an opportunity for delegates to discuss healthcare/seniors living opportunities and current and emerging demands in the Indonesian market with senior representatives from the relevant facilities.

GROUP 1 (accompanied by Feranica Susanto, Austrade)

Siloam Hospitals Lippo Village (SHLV)

Siloam Hospitals Group (Siloam) is the leader in integrated healthcare services in Indonesia. Siloam operates 20 hospitals with a total capacity of more than 3,900 beds, 1,800 doctors (including over 1,400 specialists) and more than 4,400 nurses and allied health personnel.

Siloam's collaboration with the Mochtar Riady Institute of Nanotechnology (MRIN) and the Universitas Pelita Harapan (UPH) Faculty of Medicine and School of Nursing as part of a Triumvirate Universitas Pelita Harapan Medical Sciences Group (UPHMS) is unique to Indonesia.

SHLV is located in the township of Lippo Village, in Tangerang, just outside of Jakarta. Since its establishment in 1996, it has built a strong brand name for excellent patient care and is reputed as a market leader with its Neuroscience Centre, Heart Centre, GAMMA knife and Orthopaedic Centre

Please note this programme is subject to change

Time	Details
	<p>of Excellence. SHLV was the first hospital in Indonesia to receive Joint Commission International (JCI) accreditation.</p> <p><i>Address: Jl. Siloam No. 6, Lippo Karawaci 1600, Kec. Tangerang, Banten 15811</i></p> <p>GROUP 2 (accompanied by Joel Backwell, Austrade)</p> <p>Seniors Living @d'Khayangan</p> <p>PT. Jababeka Tbk., a property developer and company with experience in seniors living services in Japan, has founded a new company which will specialise in dwellings and buildings for the elderly. This concept, which is new in Indonesia, is named Senior Living @ D' Khayangan.</p> <p>Senior Living @ D' Khayangan provides services that focus on standards designed with the concept of L.I.V.E (Luxurious, Inspiring, Vibrant, Eco-friendly) and C.A.R.E (Comfortable, Attentive, Relaxing, Encouraging) and was designed by architects experienced in building seniors living facilities.</p> <p><i>Address: Jalan Taman Golf Timur, No.100, Jababeka Residence, Jawa Barat 17550, Indonesia</i></p>
11.30 – 14.00	<p>Travel to second site visit</p> <p>Delegates will travel as a group. Transport organised by Austrade</p> <p>Lunch boxes will be provided on the bus. Due to the significant distance between venues there is inadequate time to stop at a designated lunch venue along the way. Delegates are encouraged to bring iPods and extra laptop batteries to keep them occupied during the journey.</p> <p><i>Address: Jl. Lebak Bulus Raya No.1, Lebak Bulus, Jakarta</i></p>
14.00 – 16.00	<p>Site visit (all delegates)</p> <p>Cochlear Training and Experience Centre (CTEC)</p> <p>Delegates will hear from an Australian company that is already active in Indonesia about the benefits and challenges of operating in the market. Austrade has also invited Indonesian hospitals to participate in the site visit to hear more about Cochlear's capabilities and its rationale for building capacity within the Indonesian healthcare community, and to meet with the Australian delegates.</p> <p>In February 2015, Cochlear Limited and PT Kasoem Hearing and Speech Centre established the first Cochlear Training and Experience Centre (CTEC) in Jakarta with the aim of addressing gaps in the hearing health services infrastructure for individuals with hearing loss in Indonesia. CTEC Indonesia is the second audiology and rehabilitation facility for clinicians and parents of this type in the world, after Beijing.</p> <p>Note: We anticipate that the site visit to CTEC will be attended by the Hon Sussan Ley, Minister for Health, Aged Care and Sport and the Australian Ambassador to Indonesia.</p> <p>Note: Delegates with flights leaving Jakarta before 7:30pm on Friday will need to catch a taxi from CTEC at around 3:30pm to ensure they reach the airport in time for check-in.</p>
16.30 – 18.00	<p>Return travel to hotel</p> <p>Delegates will travel as a group. Transport organised by Austrade. Depending on traffic, we expect to arrive back at the Ritz Carlton around 6pm, but it could be as late as 7pm.</p>

End of Indonesia Australia Business Week Programme

Please note this programme is subject to change

Infrastructure - Urban Sustainability and Transport Connectivity Programme

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Tuesday 17 November 2015, Jakarta

Time	Details
Afternoon	<p>Delegates arrive in Jakarta</p> <p>Recommended accommodation:</p> <p>The Ritz-Carlton Jakarta, Mega Kuningan: Jalan DR Ide Anak Agung Gde Agung Kav. E.1.1 No.1 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 2551 8888</p> <p>JW Marriott Hotel Jakarta: Jl. DR Ide Anak Agung Gde Agung Kav. E.1.2 No. 1 & 2 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 5798 8888</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged by the hotel at an additional expense. Please select a preferred transfer option when making your hotel booking.</p>
17.30 – 20.00	<p>Registration and reception for delegates</p> <p>Delegates will register and collect their IABW delegate pack, including a lanyard for security and identification during the three-day programme of events.</p> <p>Delegates are invited to join the Austrade team and delegates from across the eight stream programmes for a welcome reception. A security briefing will also be provided.</p> <p><i>Venue: Lobo Restaurant, Level 1, Ritz Carlton Hotel, Mega Kuningan</i></p>

Wednesday 18 November 2015, Jakarta

Time

Details

Please wear your IABW delegate lanyard for security and identification during the day's events.

7.30 – 8.00 **Registration for Indonesian participants (non-delegates) in the Welcome Breakfast**

8.00 – 10.30 **Plenary session: Indonesia Australia Business Week Welcome Breakfast**

The official IABW launch event to welcome delegates and hear about:

- Australia and Indonesia relationship
- Indonesia and the importance of strong business relationships
- Indonesia positioning for growth

Introductory speakers (TBC):

- His Excellency Mr Paul Grigson, Australian Ambassador to Indonesia
- The Hon Andrew Robb AO MP, Minister for Trade and Investment
- Republic of Indonesia Government Representative

Indonesia and Australia – Partnerships for the Future panel speakers:

- Mr Bruce Gosper, CEO, Australian Trade Commission (**panel moderator**)
- Bapak Mahendra Siregar, Chairman Board of Commissioners, PT Semen Indonesia
- Bapak Franciscus Welirang, Director, Indofood
- Dr Leonie Lethbridge, Regional Operating Officer, ANZ
- Mr Mauro Balzarini, Managing Director, Wellard Group Holdings
- Bapak Hariyadi Sukamdani, Chairman of the Board, APINDO (Indonesian Employers Association)
- Bapak Chris Kanter, Vice President and Vice Chairman, Trade and International Economic Cooperation, KADIN (Indonesian Chamber of Commerce and Industry)

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

10.30 – 11.00 **Coffee/tea break and Registration for Indonesian participants in stream activity**

11.00 – 12.00 **Keynote address: Transport Solutions & Urban Sustainability – What it means to Indonesia?**

Presentation on the economic cost of transport and urban sustainability and the Indonesian Governments' policy settings to address these challenges

Speakers: Dr. Ir. Luky Eko Wuryanto - Deputy Minister for Infrastructure and Regional Development, Coordinating Ministry for Economic Affairs

Venue: Grand Mutiara 1, Lower Lobby, Ritz Carlton Hotel

12.00 – 12.10 **Assemble in lobby for transfer to lunch venue**

12.10 – 12.30 **Travel to lunch venue**

Delegates will travel as a group. Transport organised by Austrade

Address: Seribu Rasa, Jl. Haji Agus Salim No. 128, Jakarta Pusat

12.30 – 13.30 **Luncheon presentation: The reality of building infrastructure in Indonesia by PwC Jakarta**

Presentation by PricewaterhouseCoopers (PwC) on the Indonesian Government's ambitious plans to address the infrastructure shortfall. What is the likelihood of the realisation of these projects?

Please note this programme is subject to change

Time	Details
13.30 – 14.00	<p>Return travel from lunch venue</p> <p>Delegates will travel as a group. Transport organised by Austrade</p>
14.00 – 15.10	<p>Panel discussion: Transportation solutions</p> <ul style="list-style-type: none"> Evaluating transport needs and challenges facing Indonesia Alleviating pressures on Indonesian cities by Transit Oriented Development <p>Speakers:</p> <ul style="list-style-type: none"> Milatia Kusuma - MTI / McKinsey (TBC) / Ministry of Transportation (TBC) Iwan Prijanto - Jakarta Propertindo / Reynaldi Hermansjah – Jasa Marga / David Ng - KPMG <p><i>Venue: Grand Mutiara 1, Lower Lobby, Level 2, Ritz Carlton Hotel</i></p>
15.10 – 15.20	<p>Break: Panel changeover</p>
15.20 – 16.35	<p>Panel discussion: Smart Cities, Sustainable Cities</p> <ul style="list-style-type: none"> Master Planned Communities: Smart Cities, Smart Solutions to engage private sector opportunities Handling Water: Managing flooding and scarcity in the urban context <p>Speakers:</p> <ul style="list-style-type: none"> Setiaji - Jakarta Smart City Implementation Unit Head / Iwan Prijanto - Green Building Society / Anthony Sprigg - Infrastructure Sustainability Council of Australia Eko Budiman - BNPB (TBC) / Ir. M. Natsir - Ministry of Public Works' Drinking Water Directorate (TBC) / Jim Coucovinis - Indonesia Infrastructure Initiative <p><i>Venue: Grand Mutiara 1, Lower Lobby, Level 2, Ritz Carlton Hotel</i></p>
16.35 – 16.45	<p>Move to networking session</p>
16.45 – 18.00	<p>Networking coffee break with key Indonesian and multinational companies</p> <p>Delegates will be introduced to representatives involved with the following projects:</p> <ul style="list-style-type: none"> Bus Rapid Transit (BRT) development by MR Cagney Soekarno Hatta Airport expansion by Angkasa Pura II Tanjung Priok port expansion by IPC Port Development Company Masterplanned Project – Ellenbrook by Roberts Day <p><i>Venue: Grand Mutiara 1, Lower Lobby, Ritz Carlton Hotel</i></p>
18.00 – 18.30	<p>Break</p> <p>Dress code for Gala Dinner: Business / Batik attire</p>
18:00 – 18:30	<p>Registration for Indonesian participants (non-delegates) at Gala Dinner</p>
18.30 – 21.45	<p>Gala Dinner – Indonesia Australia Business Week</p> <p>The Hon Andrew Robb AO MP, Minister for Trade and Investment, will host the Indonesia Australia Business Week Gala Dinner.</p> <p>Please ensure you are carrying your IABW delegate lanyard for security and identification.</p> <p><i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i></p>

End of Wednesday Programme

Please note this programme is subject to change

Thursday 19 November 2015, Jakarta

Time	Details
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Please wear your IABW delegate lanyard for security and identification during the day's events.

For Makassar visit participants, please ensure that you are checked out before 12.00pm

7.30 – 8.00 **Registration for Indonesian participants (non-delegates) in plenary session**

8.00 – 9.30 **Plenary session: ASEAN – The Regional Growth Story**

Moderator: Fraser Thompson, Director, Singapore, AlphaBeta

Discussion topics and panel speakers (TBC):

- The ASEAN-Australia relationship
His Excellency Mr Simon Merrifield, Australian Ambassador to ASEAN
- Why ASEAN and Why Now?
Mr David Landers, General Manager, East Asian Growth Markets Division, Austrade
- Case study: ANZ – Building a successful regional business
Mr Joseph Abraham, President Director, ANZ Indonesia
- Moderated panel discussion

Breakfast will be served at the session.

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

9.30 – 9.45 **Coffee/tea break**

9.45 – 11.00 **Plenary session: Business Establishment in Indonesia (BKPM and Austrade)**

A session to provide delegates with practical information on setting up ventures in Indonesia.

Speaker:

- Indonesia's investment priorities, policies and procedures
Mr Franciscus Sibarani, Chairman, BKPM (Indonesia Investment Coordinating Board)

Business panel: How to approach the market

- Wilfred Schultz, Principal, The Practice
- Mr David East, Director and Head of Transaction Services, KPMG Siddharta Advisory
- Mr Simon Linge, President, PT NS BlueScope Indonesia
- Mr Antonio Da Silva Costa, President Director, PT Bank Commonwealth

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

11.15 – 12.15 **Getting into the infrastructure game: PPP vs Partnership vs Sponsoring**

A practical session that provides market specific insights into the different project procurement modes and what is required for each.

Speakers:

- Rainier Haryanto - KPPIP (Committee for Acceleration of Priority Infrastructure Delivery) / Dr. Ir. Danang Parikesit - MTI / John Lee - Indonesia Infrastructure Initiative

Venue: Grand Mutiara 1, Lower Lobby, Ritz Carlton Hotel

Please note this programme is subject to change

12.15 – 14.00 **Luncheon presentations:**

- **Multilateral aid and infrastructure in Indonesia by the ADB**
An overview of the priorities for the Asian Development Bank in Indonesia
- **Transport, Water and Urban Planning Project presentations**
 - Kertajati Airport and Aerocity by PT Bandara Internasional Jawa Barat
 - Jatiluhur Pipeline and Palu Water by Indonesia Infrastructure Initiative
 - Infrastructure Development in Batam Free Trade Zone by Batam Indonesia Free Zone Authority
 - Jakabaring Sports City Water Management **and** Palembang Monorail by BP3MD South Sumatera

Venue: Grand Mutiara 1, Lower Lobby, Ritz Carlton Hotel

OPTION 1

Depart for site visit to Makassar

14.00 – 14.15 **Assemble in lobby for transfer to airport**

14.15 – 16.15 **Travel to Soekarno Hatta International Airport, Jakarta**

Delegates will travel as a group. Transport organised by Austrade.

Briefing on the significance of the Makassar region en route to the airport.

17.15 – 20.30 **Flight to Makassar** (GA 612 recommended).

Delegates are responsible for their own flight bookings.

20.30 – 22.15 **Delegates arrive in Makassar**, transfer to Novotel Makassar Grand Shayla

Recommended accommodation:

Novotel Makassar Grand Shayla, Jalan Chairil Anwar No. 28, Makassar 90115 - Indonesia
Phone: +62 411 361 9444

Note: Delegates are responsible for their own flight and accommodation bookings. Austrade will organise airport transfer to the hotel upon arrival of flight GA612. Please arrange your own transfer out from the hotel depending on your departure schedule. Delegates are responsible for confirming all airport transfers for Indonesia Australia Business Week with each hotel.

22.30 Check-in to hotel

OPTION 2

14.00 – 18.30 Free time

18.30 – 20.30 **Ambassador's Reception for Delegates**

Hosted by His Excellency Paul Grigson, Australian Ambassador to Indonesia

Venue: Ballroom 1 & 2, JW Marriott Hotel

End of Thursday Programme

Please note this programme is subject to change

Friday 20 November 2015, Makassar

Time	Details
	Please wear your IABW delegate lanyard for security and identification during the day's events.
	Site visit: Makassar, Sulawesi Makassar is the provincial capital of South Sulawesi, the largest city on Sulawesi island and the fifth largest in Indonesia. The region is being positioned to become the trading hub of Eastern Indonesia. To meet this objective, aggressive infrastructure expansion is occurring, with PPP plans underway for toll roads, light rail, water and port projects. Australia has acknowledged the potential of this region with the recent announcement of consulate to open in 2015/16.
8.20 – 9.00	Travel to Grand Clarion Hotel Delegates will travel as a group. Transport organised by Austrade
9.00 – 9.35	Welcome address: Infrastructure development in South Sulawesi The Governor of South Sulawesi will welcome delegates and deliver a presentation on infrastructure development in South Sulawesi <i>Venue: Grand Clarion Hotel, Water Lily Room, Makassar</i>
9.35 – 9.50	Presentation: Traffic Information Systems and Toll Road Development in Makassar Delegates will hear a presentation from the BMN–JTSE toll road operator (Nusantara Infrastructure) The BMN–JTSE are two interlinked toll roads spanning 17 kilometres and connecting the airport, sea port and Makassar city. Each day, these two roads handle 53,800 and 35,400 vehicles respectively. <i>Venue: Grand Clarion Hotel, Water Lily Room, Makassar</i>
9.50 – 10.10	Coffee/Tea Break
10.10 – 10.25	Presentation: Centrepoint of Indonesia by Ciputra Group Centrepoint of Indonesia (also known as Citraland City Makassar) is an urban development project by one of the largest developer in Indonesia, Ciputra Group. The project includes reclamation of 150 hectares of land off Losari Beach in Makassar and will be developed as residential, commercial and public space. Dredging is currently underway. <i>Venue: Grand Clarion Hotel, Water Lily Room, Makassar</i>
10.25 – 11.00	Networking break Delegates will have the opportunity to meet Makassar infrastructure / construction businesses. <i>Venue: Grand Clarion Hotel, Water Lily Room, Makassar</i>
11.00 – 12.15	Lunch break (Friday prayer break for Indonesian participants) <i>Venue: Grand Clarion Hotel, Water Lily Room, Makassar</i>
12.15 – 12.45	Travel to Centrepoint of Indonesia Delegates will travel as a group. Transport organised by Austrade <i>Address: Losari Beach</i>
12.45 – 14.00	Site visit: Centrepoint of Indonesia Delegates will be taken on a guided tour of the site.

Please note this programme is subject to change

Time	Details
14.00 – 14.30	Travel to Makassar Port Delegates will travel as a group. Transport organised by Austrade <i>Address: Jl. Soekarno no. 1</i>
14.30 – 16.30	Site visit: Makassar Port Delegates will hear a presentation by Pelindo IV on New Makassar Port and tour the site. Makassar New Port is a port construction project by Pelindo IV (an SOE port operator). It is expected to add 400,000 TEU capacity to the existing capacity of 700,000 TEU. The first phase of construction started in May 2015.
16.30 – 17.00	Travel back to hotel Delegates will travel as a group. Transport organised by Austrade

End of Indonesia Australia Business Week Programme



INDONESIA AUSTRALIA BUSINESS WEEK JAKARTA 2015



Premium Food and Beverage Programme

Updated as of 16 November 2015

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NOTE

Please note this programme is subject to change.

Tuesday 17 November 2015, Jakarta

Time	Details
Afternoon	<p>Delegates arrive in Jakarta</p> <p>Recommended accommodation:</p> <p>The Ritz-Carlton Jakarta, Mega Kuningan: Jalan DR Ide Anak Agung Gde Agung Kav. E.1.1 No.1 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 2551 8888</p> <p>JW Marriott Hotel Jakarta: Jl. DR Ide Anak Agung Gde Agung Kav. E.1.2 No. 1 & 2 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 5798 8888</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged by the hotel at an additional expense. Please select a preferred transfer option when making your hotel booking.</p>
17.30 – 20.00	<p>Registration and reception for delegates</p> <p>Delegates will register and collect their IABW delegate pack, including a lanyard for security and identification during the three-day programme of events.</p> <p>Delegates are invited to join the Austrade team and delegates from across the eight stream programmes for a welcome reception. A security briefing will also be provided.</p> <p><i>Venue: Lobo Restaurant, Level 1, Ritz Carlton Hotel Mega Kuningan</i></p>

Please note this programme is subject to change

Wednesday 18 November 2015, Jakarta

Time

Details

Please wear your IABW delegate lanyard for security and identification during the day's events.

7.30 – 8.00 **Registration for Indonesian participants (non-delegates) in the Welcome Breakfast**

8.00 – 10.30 **Plenary session: Indonesia Australia Business Week Welcome Breakfast**

The official IABW launch event to welcome delegates and hear about:

- Australia and Indonesia relationship
- Indonesia and the importance of strong business relationships
- Indonesia positioning for growth

Introductory speakers (TBC):

- His Excellency Mr Paul Grigson, Australian Ambassador to Indonesia
- The Hon Andrew Robb AO MP, Minister for Trade and Investment
- Republic of Indonesia Government Representative

Indonesia and Australia – Partnerships for the Future panel speakers:

- Mr Bruce Gosper, CEO, Australian Trade Commission (**panel moderator**)
- Bapak Mahendra Siregar, Chairman Board of Commissioners, PT Semen Indonesia
- Bapak Franciscus Welirang, Director, Indofood
- Dr Leonie Lethbridge, Regional Operating Officer, ANZ
- Mr Mauro Balzarini, Managing Director, Wellard Group Holdings
- Bapak Hariyadi Sukamdani, Chairman of the Board, APINDO (Indonesian Employers Association)
- Bapak Chris Kanter, Vice President and Vice Chairman, Trade and International Economic Cooperation, KADIN (Indonesian Chamber of Commerce and Industry)

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

10.30 – 11.00 **Coffee/tea break and Registration for Indonesian participants in stream panel discussion**

11.00 – 12.30 **Panel discussion: Opportunities for Australian Premium F&B Products in Indonesia**

A session providing an overview of the food and beverage sector in Indonesia and insights into:

- Indonesian regulations
- Indonesian F&B industry
- Halal certification process
- Indonesia's retail sector

The panel discussion will include a Q&A session (30 mins) and will be attended by Indonesian importers, retailers and food service players, who will remain for lunch and the following session (product showcase and facilitated networking event).

Moderator: Patrick Kearins, Austrade State Director, South Australia

Speakers (TBC):

- **BPOM (The National Agency of Drug and Food Control):** A Regulatory Perspective by Dr Roy Alexander Sparringa, Chairman. BPOM is tasked with the role of legislation, regulation and standardisation of policies and procedures regarding food and drug products

Please note this programme is subject to change

Time	Details
	<p>in Indonesia.</p> <ul style="list-style-type: none"> • LPPOM MUI (Indonesian Halal Certification Body): Halal Certification Process in Indonesia by Ir. Lukmanul Hakim, M. Si., Chairman. Indonesia boasts the world's largest Muslim population; more than 203 million, which is roughly 90 percent of the archipelago's citizenship, making halal certification an important consideration in this market. • GAPMMI (Indonesian Food & Beverage Association): An Industry Perspective by Mr Ir. Adhi S. Lukman, Chairman, GAPMMI, who is also Director at PT Niramasa Utama (INACO). GAPMMI is the principal advocate of the food and beverage industry in Indonesia. Its members include more than 270 small, medium and large enterprises, mainly manufacturers and importers. • APRINDO (Indonesian Retail Merchants Association): Current Retail Situation by Ms Flora Chrisantie, Member of Special Team on Government Food Regulation, APRINDO, who is also the Head of Enterprise Risk Management Department, Business Process Improvement Department and Quality Assurance Department at PT Mega Mahadana Hadiya (c/o Mahadya Group which includes Loka Supermarket, Carl's Jr Indonesia, Wingstop Indonesia). The association looks after the interests of the general retail sector in Indonesia. <p>Indonesian importers, retailers and food service players have been invited to this session, as well as the luncheon, product showcase and facilitated networking event in the afternoon.</p> <p><i>Venue: Mutiara 88, Lower Lobby, Ritz Carlton Hotel</i></p>
12.30 – 13.30	<p>Lunch: Australian Alumni Spotlight</p> <p>Delegates have the opportunity to interact with local importers and retailers, and learn about recent developments and trends in Jakarta's food and beverage landscape.</p> <p>The Alumni Spotlight highlights Australia's capability in the education and training sector.</p> <p>Coffee making demo by Esperto Barista Course</p> <p>Esperto Barista Course was founded in 2006 by Mr Franky Angkawijaya, an alumnus of Sydney International College of Tourism & Hotel Management and Curtin University of Technology. While studying in Australia, Franky became interested in coffee and all aspects of coffee production. Franky also owns PT Harvest Coffee Forenergy, a company that supplies high quality coffee machines and equipment, premium coffee beans from Australia and also provides consultation services for cafés.</p> <p><i>Venue: Mutiara 88, Lower Lobby, Ritz Carlton Hotel</i></p>
13.30 – 15.30	<p>Australian Product Showcase and Facilitated Networking: Indonesian F&B Importers and Grocery Retailers</p> <p>Delegates will have an opportunity to showcase their capabilities (with product samples, where possible) to key decision-makers from local importers and retailers. The format for this session will be a 'table top' exhibition for guests to view and sample products.</p> <p>Austrade will facilitate introductions between Australian delegates and Indonesian companies.</p> <p>Note: According to Indonesian Customs regulations, hand-carried product samples must be less than US\$250 in value, be appropriately labelled (including 'not for resale') and packaged properly. For alcoholic beverages, the maximum permitted product samples, which can be hand-carried is one litre per person. Contact Austrade Jakarta if you are unsure of how to proceed.</p> <p><i>Venue: Tempus, Lower Lobby, Ritz Carlton Hotel</i></p>

Time	Details
15.30 – 16.00	Short break
16.00 – 17.30	<p>Presentation 1: Indonesia's Modern Grocery Retail Sector</p> <p>A presentation on key trends in the Indonesian modern grocery retail sector, practical experience related to the fast moving consumer goods industry and supply chains across Asia.</p> <p>Speaker (TBC):</p> <ul style="list-style-type: none"> <p>Mr John Glover, Chief Merchandise and Marketing Officer, Matahari Retail Indonesia (PT. Matahari Putra Prima, Tbk)</p> <p>PT Matahari Putra Prima Tbk's modern retail businesses are focused within the FMCG industry through its Hypermart, Foodmart and Boston Health & Beauty formats.</p> <p>An Australian, John Glover, has been in the retail industry for over 40 years. He has spent 22 years in the Asian market working for two major global retailers, Royal Ahold from the Netherlands and with Metro Group from Germany. In June 2008, John was appointed as Director of Food for Metro Group Buying, based in Hong Kong, with the role of developing International procurement for food globally for the Metro Group. Apart from running his own retail and fresh food consulting business, he is currently Chief Merchandise and Marketing Officer for Matahari Retail Indonesia, which is the leading hypermarket operator in Indonesia.</p> <p>Presentation 2: Understanding Market Gaps based on Consumer Needs for Successful Innovation and Market Entry</p> <p>A presentation by a market researcher to gain an understanding of consumer behaviour, market gaps and how to successfully market food and beverage products in Indonesia.</p> <p>Speaker (TBC):</p> <ul style="list-style-type: none"> <p>Mr Mahesh Agarwal, Executive Director, TNS Indonesia</p> <p>TNS is a leading global research agency with offices in over 80 countries, including Indonesia. TNS Indonesia provides customised qualitative and quantitative solutions that allow businesses to understand their customers in one of the largest and most dynamic countries in South East Asia. As part of a global community, TNS Indonesia integrates the best of TNS global expertise with local market knowledge to deliver actionable insights.</p> <p>Mahesh has 17 years of experience in consumer research spanning Indonesia and India. Over the last nine years in Indonesia, he has developed a deep understanding of Indonesian consumer behaviour. His expertise lies in packaged consumer goods. He leads the Innovation & Product Development Domain for TNS Indonesia and believes that innovation is the strongest growth lever for companies in this ever evolving complex world.</p> <p>This session is for Australian delegation members only.</p> <p><i>Venue: Mutiara 88, Lower Lobby, Ritz Carlton Hotel</i></p>
17.30 – 18.30	<p>Break</p> <p>Dress code for Gala Dinner: Business / Batik attire</p>
18.30 – 21.45	<p>Gala Dinner – Indonesia Australia Business Week</p> <p>The Hon Andrew Robb AO MP, Minister for Trade and Investment, will host the Indonesia Australia Business Week Gala Dinner.</p> <p>Please ensure you are carrying your IABW delegate lanyard for security and identification.</p> <p><i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i></p>
End of Wednesday Programme	

Please note this programme is subject to change

Thursday 19 November 2015, Jakarta

Time	Details
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Please wear your IABW delegate lanyard for security and identification during the day's events.

Delegates participating in the Denpasar site visit should check-out of the hotel in the morning and drop their baggage to be taken with the 10.30am bus departure.

7.30 – 8.00	Registration for Indonesian participants (non-delegates) in plenary session
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8.00 – 9.15	Plenary session: ASEAN – The Regional Growth Story
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Moderator: Fraser Thompson, Director, Singapore, AlphaBeta

Discussion topics and panel speakers (TBC):

- The ASEAN-Australia relationship
His Excellency Mr Simon Merrifield, Australian Ambassador to ASEAN
- Why ASEAN and Why Now?
Mr David Landers, General Manager, East Asian Growth Markets Division, Austrade
- Case study: ANZ – Building a successful regional business
Mr Joseph Abraham, President Director, ANZ Indonesia
- Moderated panel discussion

Breakfast will be served during the session.

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

9.15 – 9.30	Coffee/tea break
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9.30 – 10.30	Meeting: JW Marriott Group – F&B and Procurement Team
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A session with JW Marriott's F&B procurement team to gain insights about the hotel's selection, process and procedures to procure imported food and beverage products. Delegates will hear about trends, opportunities, the dining habits and preferences of Indonesian and hotel guests.

Speakers:

- **Mr Francisco Holmes Brown, Executive Chef, JW Marriott Jakarta**
Francisco is an accomplished Executive Chef with a combination of culinary experience and management skills, having worked around the globe in several Marriott and other properties. He has been with JW Marriott Jakarta since July 2015. Francisco's previous experience includes the Savoy Resort & Spa (Seychelles), Capital Plaza Hotel (Trinidad and Tobago) and Miri Marriott Resort & Spa (Malaysia), among others.
- **Ms Alice Tedjakastama, Cluster Director of Purchasing - Jakarta, JW Marriott Jakarta**
Alice oversees the procurement of the Marriott's Jakarta cluster, which includes The Mayflower, Jakarta - Marriott Executive Apartments, JW Marriott Jakarta, The Ritz-Carlton, Jakarta Pacific Place and the Ritz-Carlton Jakarta, Mega Kuningan.

This session is for the Australian delegation members only.

Venue: Mutiara 1, Level 2, Ritz Carlton Jakarta Hotel

Please note this programme is subject to change

10.30 – 10.40 **Assemble for transfer to lunch venue**

Note: Delegates participating in the Denpasar site visit should have checked-out of the hotel and must bring their baggage to the bus.

10.40 – 11.30 **Travel to Tugu Kunstkring Paleis**

Delegates will travel as a group. Transport organised by Austrade.

11.30 – 13.00 **Luncheon presentation: F&B Selection, Procurement, Operation & Supply Chain Insights**

An opportunity to gain practical insights from an experienced restaurateur about the selection and procurement of Australian products and ingredients as well as insights into supply chain and operations in the FMCG industry in Indonesia.

Speakers:

- **Ms Annette Anhar, Director, The Tugu Hotel Group**

Annette will provide insights into the selection and procurement of Australian products and ingredients at her restaurant chain. She is a Monash University alumnus (Bachelor of Business Systems in 2003) and an advisory board member for Austrade's Women-In-Global-Business Indonesia chapter. She regularly travels to recruit the best chefs from around the Indonesian archipelago for her restaurants. Annette's restaurants are popular with Jakarta's expatriates and international diplomats, who enjoy fine dining experiences.

Tugu Hotels are a small privately owned collection of boutique luxury hotels in Bali, Lombok, Malang and Blitar. These hotels reflect the founder Mr Anhar Setjadibratas' love of Indonesia's fine art and history. Annette oversees the hotels' restaurants; Lara Djonggrang, Dapur Babah, the Tao Bar, Samarra and Shanghai Blue and Tugu Kunstkring.

- **Mr Larry Crowley, Supply Chain Director at PT Arnotts Indonesia**

Larry is an expert on supply chain and operations in FMCG businesses. He is responsible for supply chain and operations at PT Arnotts Indonesia, which has a portfolio of locally manufactured and marketed brands such as Good Time, Tim Tam and Nyam. PT Arnotts Indonesia has 3,500 employees. Larry has been with Arnotts since 1990, with postings in Australia, New Zealand, Papua New Guinea and Indonesia.

- **Mr Gigy Philip, Supply Chain Director – Indonesia & PNG at Coca-Cola Amatil Indonesia**

Gigy is an expert on supply chain and operations in FMCG businesses. He has a track record of over 25 years in the FMCG sector in developed and emerging markets. He is currently Supply Chain Director of Coca-Cola Amatil Indonesia and is responsible for end-to-end supply chain for Amatil's Indonesian and PNG business units. Coca-Cola Amatil is the largest bottler of non-alcoholic beverages in the Asia Pacific region and one of the top Coca-Cola bottlers in the world with access to over 280 million consumers.

This session is for the Australian delegation members only.

Venue: Tugu Kunstkring Paleis, Jl. Teuku Umar No.1, Menteng

Traditional Indonesian fare with Australian ingredients.

13.15 – 14.00 **Travel to Ranch Market**

Delegates will travel as a group. Transport organised by Austrade

14.00 – 15.00 **Site visit: Ranch Market flagship store**

Delegates will take a guided tour of Ranch Market's flagship store and cold store at East Mall, Grand Indonesia. The store will feature an Australian promotional activity to coincide with IABW.

Ranch Market was founded as a franchise of Ranch Market USA under PT Supra Boga Lestari in 1997, then re-established as Ranch Market Indonesia in 1998. The company has grown to become one of the leading retailers in health and consumer lifestyle products. With a focus on creating a 'wholesome' shopping experience, Ranch Market Indonesia supplies high-grade products, delicatessen food, quality meats, fish and poultry, and imported grocery selections within a unique atmosphere and excellent service. Today, the supermarket has 11 stores nationwide and represents the premium end of the grocery retail market. Ranch Market has been certified with the ISO 22000 standards for food safety and is the only grocery chain in Indonesia with HACCPP 9000 certification.

15.00 – 16.30 **Depart Ranch Market to Soekarno-Hatta Airport**

Delegates will travel as a group. Austrade will provide airport transfers in Jakarta and Bali for delegates taking flight GA 418.

Delegates are responsible for their own flights from Jakarta to Denpasar.

18:30 – 21:30 **Flight to Denpasar** (Recommended flight: GA 418)

21.30 **Delegates arrive in Bali**

Recommended accommodation:

Maya Sanur Resort & Spa

Jalan Danau Tamblingan No. 89M, Sanur, Denpasar, Bali 80228, Indonesia

Phone : +62 361 8497800

For reservations, contact: reservations@mayasanur.com

Sang Made Kumbawa, Reservation manager, Phone: +62 361 8497800 or +62 819 16111519.

Mention 'Austrade Delegation' for a special rate at Maya Sanur.

End of Thursday Programme

Friday 20 November 2015, Denpasar

Time	Details
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Please wear your IABW delegate lanyard for security and identification during the day's events.

Site visit: Denpasar (Bali) in partnership with



This component of the programme will include:

- Site visits to a distribution centre and a warehouse facility
- Seminar with local government and the Food & Drug Control Agency, hosted by Australia's Consul-General

Bali holds significant potential as a market for premium food and beverage. Some importers specialise in supplying Bali and East Java (and are not located in Jakarta), with strong distribution networks, cold storage and retail subsidiaries.

In recognition of Bali's special contribution to the Indonesian Tourism Sector, the national government has exempted the island from the alcohol retail distribution limits imposed earlier in 2015.

Background: Demand drivers in Bali

Bali is Indonesia's most important tourist destination, hosting more than one-third of foreign visitors in 2014 (more than 3.7 million and an annual growth of almost 15 per cent). Australian tourists constitute the largest group (26 per cent share in 2014) followed by Chinese tourists (15.5 per cent), according to the Bali Government Tourism Office. The island has a total of 2,260 star-rated and non-star-rated hotels, according to the Indonesian Hotel and Restaurant Association. As an average operational standard, a star-rated hotel needs employ at least 300 operational staff, 40 middle-management level staff and five high-level management staff.

While there is strong demand for skilled staff in culinary, housekeeping, spa and cruise crewing (Bali is a recruiting centre for crews), only 5,000 Indonesians graduate each year in tourism and hospitality. Among these, just 20 per cent graduate from a Balinese institution and one-third of those leave to work overseas or elsewhere in Indonesia. As a result, the local hotel industry is experiencing a shortage of skilled labour and fears further pressure with the advent of the ASEAN Economic Community.

Note: Some delegates from the Education – Transnational Skills Programme will also visit Bali.

8.15 – 8.25	Assemble for transfer to site visit
8.25 – 9.30	Travel to site visit Delegates will travel as a group. Transport organised by Austrade. <i>Address: PT Wahana Boga Nusantara Distribution Centre, Jalan Bypass Ngurah Rai No. 18, Jimbaran, Bali 80364</i>
9.00 – 10.30	Site visit: PT. Wahana Boga Nusantara (Lotus Food Service) Distribution Centre PT Wahana Boga Nusantara (Lotus Food Services) management has 50 years of proven food service business experience in Indonesia. The group is a pioneer in Indonesia specialising in

Please note this programme is subject to change

Time	Details
	<p>storage, cold storage and distribution of temperature-sensitive products. The sales divisions also distribute beverage, food, kitchen utensils and equipment. Strategically located distribution centres in Bali, Surabaya and Jakarta provide prompt and efficient delivery services to their customers throughout Indonesia. The 'Gourmet Garage' serves as Lotus' warehouse outlet and showcases a world of quality competitive products, including a demo kitchen for product demonstrations and tasting.</p> <p>Lotus' customer base includes food service (hotels, restaurants and clubs), retail, spa, wholesale and catering institutions (airlines, campsites and cruise ship supplies). Product lines include beverages, dairy, frozen foods, fruits and vegetables (fresh and frozen), groceries, meat, poultry, seafood, organic and natural F&B products, spa and kitchen necessities.</p>
11.00 – 11.30	Registration for Indonesian Participants (non-delegates) in the panel discussion
11.30 – 14.00	<p>Panel discussion (and lunch): Opportunities in Bali, Indonesia's Tourist Hub</p> <p>A session providing an overview of the vibrant hospitality sector in Bali and insights into trends and opportunities followed by a Q&A session. This discussion will be attended by importers, food service contacts, tourism schools, BPOM Bali (The National Agency of Drug And Food Control) and members of key industry associations. Delegates will have the opportunity to network with local attendees over lunch.</p> <p>Speakers (TBC):</p> <ul style="list-style-type: none"> • Mr Jean-Charles Le Coz, Vice Chairman, Bali Hotels Association: A professional group of star-rated hotels and resorts in Bali. Members include general managers from more than 100 hotels and resorts in Bali that represent more than 15,000 hotel rooms and almost 30,000 employees in the tourism sector. • Mr Putu Ambara Putra, Advisor, Indonesian Chef Association (ICA): A non-profit organization for professionals and entrepreneurs in the local culinary field. • Mr. I Nyoman Suasta, Chairman IFBEC Bali (Indonesian Food & Beverage Executive Association, Bali): A professional association for those working in the F&B industry, with 220 members including executive F&B professionals and suppliers. <p>Note: F&B delegates will stay longer to conclude the panel closer to 14.00</p> <p>Lunch will be provided during this session.</p> <p><i>Venue: The Ballroom, Maya Sanur Resort & Spa</i></p>
14.00 – 14.30	<p>Travel to next site visit</p> <p>Delegates will travel as a group. Transport organised by Austrade.</p> <p><i>Address: PT Alamboga Internusa, Jl. Sunia Negara #33, Denpasar, Bali</i></p>
14.30 – 16.00	<p>Site visit: PT Alamboga Internusa Warehouse Facility</p> <p>PT Alamboga Internusa was established in Bali in 1990 and was one of the first companies to import food from Australia and New Zealand directly into Bali, avoiding the Jakarta-Bali land connection. It is an Indonesian family-owned and operated company, which provides both national and international products to the Indonesian and expatriate market.</p> <p>In 1999 the company established its retail outlet DIJON Food Specialties, the first outlet to offer quality imported foods in small quantities to Bali residents. Recently, it has been making a range of its own products, maintaining a unique position among the Bali expatriate community. In 2001, as an adjunct to the shop, PT Alamboga Internusa added the DIJON CAFE and more recently DIJON</p>

Please note this programme is subject to change

Time	Details
	<p>Bali Catering, which focuses on organising parties and weddings.</p> <p>In addition to the main facility and cold store, Alamboga has a commercial kitchen, tasting room and fish production area. Alamboga operates a fleet of 12 refrigerated trucks and has large warehouse space for air-conditioned dry goods as well as chilled and frozen sections. Capabilities include portion control, pre-made soups and stocks. The company cuts and packs its own cheeses, fish and meat according to customer specifications. The customer base in Bali include hotels, villas and restaurants, while in Jakarta the focus is more on hotels and supply to retail supermarkets. Other clients include mining and operations in remote locations across Indonesia. Main product lines include bakery products, beverages, cereals, condiments, confectionery, dairy, dried fruits, nuts & beans, fresh produce, frozen foods, fruit and vegetables, groceries, healthy & organic, kitchen supplies, meats, poultry and game, seafood, sugar, syrups, jams, honey and Thai products.</p>
16.30 – 18.00	Break
18.00 – 20.00	<p>Consul General's Reception for delegates with Indonesia Australia Business Council (IABC) Bali Chapter members, Indonesian Chamber of Commerce (KADIN Bali) and Bali business community.</p> <p><i>Venue: The Pavilion, Maya Sanur Resort & Spa</i></p>
End of Indonesia Australia Business Week Programme	

As at 2 NOVEMBER 2015

TOURISM

Stream Leader – Karen Halbert | Tourism Australia

Indonesia

Monday 16 November 2015 **Jakarta**

Time	Details
18.30 – 21.30	<p>Walkabout Indonesia Welcome Reception</p> <ul style="list-style-type: none">A welcome reception for Walkabout. <p><i>Venue: Raffles Hotel Jakarta Ciputra World 1 Jalan Professor Doktor Satrio Kav. 3-5 Kuningan Jakarta Selatan DKI Jakarta 12940, Indonesia +62 21 29880888</i></p>

Tuesday 17 November 2015 **Jakarta**

Time	Details
9.00 – 10.30	<p>Walkabout Indonesia Visit</p> <ul style="list-style-type: none">A guided walk through of Tourism Australia's <i>Walkabout Indonesia</i>.Minister Colbeck attending 9-10am.Walkabout Indonesia sees representatives from the Australian tourism industry develop and establish business relationships with product planners and decision makers representing outbound travel from Indonesia, mainly Jakarta, Surabaya and other secondary markets such as Makassar, Bandung and Medan. <p><i>Venue: Raffles Hotel Jakarta Ciputra World 1 Jalan Professor Doktor Satrio Kav. 3-5 Kuningan Jakarta Selatan DKI Jakarta 12940, Indonesia +62 21 29880888</i></p>

14.00 – 16.00	<p>Investment Roundtable</p> <ul style="list-style-type: none">An Investment Roundtable to explore the opportunities and challenges of tourism investment in Australia.
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Time	Details
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Venue:

Mutiara 1, Level 2

Ritz-Carlton Hotel, Jl.Dr.Ide Anak Agung Gde Agung Kav

The Ritz-Carlton Jakarta, Mega Kuningan

Jalan DR.Ide Anak Agung Gde Agung Kav.E.1.1 no.1

Kawasan Mega Kuningan , Jakarta 12950 - Indonesia

Phone: +62 21 2551 8888

Attendees

- John O’Sullivan, Managing Director, Tourism Australia
- Stephen Burt, Managing Director, Colliers International
- Karen Wales, Senior Investment Specialist, Austrade (TBC)
- Indonesian Investors (TBC)

A selection of tourism stream VIP attendees

- Kerrie Mather, CEO, Sydney Airport
- Sally Fielke, General Manager Corporate Affairs, Sydney Airport
- Gordon Price, Director-International, Gold Coast Tourism Corporation
- Deanna Varga, Assistant Director Commercial & Visitor Services, Australian National Maritime Museum
- Gary Paterson, General Manager Global Sales & Marketing, AOT Group
- Andrew Sugiaputra, Director, Golden Group Pty Ltd
- Maaik van der Windt, Aviation Business Development Manager, Brisbane Airport
- Peter Shelley, Managing Director, ATEC
- Farshal Hambali, Government Relations Manager, Indonesia, Virgin Australia
- Marcus James, Head of Government and Public Affairs, Jetstar Group
- Barathan Pasupathi, CEO, Jetstar Asia Airways

17.30 – 20.00 Registration and reception for delegates

Delegates are invited to join the Austrade team and delegates from across the nine stream programmes for registration and a welcome reception.

Venue: Ritz Carlton Hotel, Ground floor, Lobo

Wednesday 18 November 2015 Jakarta

Time	Details
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Please ensure you wear your IABW delegate lanyard for identification during the day’s events

8.30 – 10.30 Indonesia Australia Business Week Launch Breakfast

- MC Opens
 - HOM Introduces Mr Robb
 - Welcome to delegates by Mr Robb
 - Indonesia Vice President
-

Time	Details
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- Panel Discussion: 2 Indonesians, 2 Australians

Venue: Ritz Carlton Hotel, Grand Ballroom

10.30 – 11.30 **Key Distribution Partner Meeting**

- Meeting between Minister Colbeck, Key Distribution Partners (KDPs), Tourism Australia team and tourism stream VIP delegates.

Venue:

Mutiara 12, Level 3

Ritz Carlton Hotel

Attendees

- Minister Colbeck
- Tourism Australia Sydney team; John O'Sullivan, Karen Halbert, Tim Jones.
- Tourism Australia Regional team; Michael Newcombe, Brent Anderson, Levie Lantu.

KDP attendees

- Mr Rudy Prasetyadi - Managing Director - Andalan Usaha Cemerlang
- Mr Dony Oskaria – CEO - AntaVaya Tour
- Mrs Feroline Kurniawan - President Director (Owner) - Avia Tour
- Mr Agustinus Pake Seko - Managing Director - Bayu Buana
- Mr Effendy Dharmawan – COO - Dwi Daya Tour
- Mr Andrew Haditono - Vice President (Owner) - Golden Rama Tour
- Mrs Ivonne Sugianto - Director (Owner) - Panen Tour
- Mr Royanto (Roy) Handaya - President Director - Panorama Tour
- Mr Anthony Akili - CEO & President Director (Owner) - Smailing Tour
- Mr Roy Ardianto - Managing Director (Owner) - Celindo Tour (Surabaya)
- Mr Fransisca Gondosoewito - Director (Owner) - Haryono Tour (Surabaya)
- Mrs Irnaty Fachrudin - Director (Owner) - Monas Tour (Surabaya)

A selection of tourism stream VIP attendees

- Kerrie Mather, CEO, Sydney Airport
- Sally Fielke, General Manager Corporate Affairs, Sydney Airport
- Gordon Price, Director-International, Gold Coast Tourism Corporation
- Deanna Varga, Assistant Director Commercial & Visitor Services, Australian National Maritime Museum
- Gary Paterson, General Manager Global Sales & Marketing, AOT Group
- Andrew Sugiaputra, Director, Golden Group Pty Ltd
- Maaiké van der Windt, Aviation Business Development Manager, Brisbane Airport
- Peter Shelley, Managing Director, ATEC
- Farshal Hambali, Government Relations Manager, Indonesia, Virgin Australia
- Marcus James, Head of Government and Public Affairs, Jetstar Group
- Barathan Pasupathi, CEO, Jetstar Asia Airways

Time	Details
12.00 - 13:00	<p>Lunch</p> <p>No formal lunch arrangements.</p>
13.30 – 14.00	<p>Garuda Indonesia Meeting</p> <ul style="list-style-type: none"> Meeting between Tourism Australia Managing Director, Garuda Indonesia and Tourism Australia Regional General Manager. <p><i>Venue:</i> Mutiara 12, Level 3 Ritz Carlton Hotel</p> <p>Attendees</p> <ul style="list-style-type: none"> Tourism Australia, Managing Director, John O’Sullivan Tourism Australia Regional General Manager Michael Newcombe Mr Arif Wibowo - CEO & President Director - Garuda Indonesia Mrs Handayani - Executive Vice President (EVP) Commercial (Director of Commercial) - Garuda Indonesia
14.00 – 15.00	<p>Garuda Indonesia Meeting</p> <ul style="list-style-type: none"> Meeting between Garuda Indonesia, Minister Colbeck, tourism stream VIPs and Tourism Australia executives. Minister Colbeck to arrive at 2.30pm. <p><i>Venue:</i> Mutiara 12, Level 3 Ritz Carlton Hotel</p> <p>Attendees</p> <ul style="list-style-type: none"> Minister Colbeck. Tourism Australia Sydney team; John O’Sullivan, Karen Halbert, Tim Jones. Tourism Australia Regional team; Michael Newcombe, Brent Anderson, Levie Lantu. Mr Arif Wibowo - CEO & President Director - Garuda Indonesia Mrs Handayani - Executive Vice President (EVP) Commercial (Director of Commercial) - Garuda Indonesia <p>A selection of tourism stream VIP attendees</p> <ul style="list-style-type: none"> Kerrie Mather, CEO, Sydney Airport Sally Fielke, General Manager Corporate Affairs, Sydney Airport Gordon Price, Director-International, Gold Coast Tourism Corporation Deanna Varga, Assistant Director Commercial & Visitor Services, Australian National Maritime Museum Gary Paterson, General Manager Global Sales & Marketing, AOT Group Andrew Sugiaputra, Director, Golden Group Pty Ltd Maaiké van der Windt, Aviation Business Development Manager, Brisbane Airport

Time	Details
	<ul style="list-style-type: none"> • Peter Shelley, Managing Director, ATEC • Farshal Hambali, Government Relations Manager, Indonesia, Virgin Australia • Marcus James, Head of Government and Public Affairs, Jetstar Group • Barathan Pasupathi, CEO, Jetstar Asia Airways
15.00 – 15.30	<p>Lion Group Meeting</p> <ul style="list-style-type: none"> • Meeting between Lion Group, Minister Colbeck, Tourism Australia MD and Regional General Manager. <p><i>Venue:</i> Mutiara 12, Level 3 Ritz Carlton Hotel</p> <p>Attendees</p> <ul style="list-style-type: none"> • Minister Colbeck • Mr Rusdi Kirana - President Director & CEO - Lion Group Lion Air • Mr Rudy Lumingkewas - CEO Lion Air - Lion Air • John O’Sullivan – Managing Director - Tourism Australia • Michael Newcombe - Regional General Manager - Tourism Australia
15.30 – 16.00	<p>Lion Group Meeting</p> <ul style="list-style-type: none"> • Meeting between Lion Group, Minister Colbeck, tourism stream VIPs and Tourism Australia executives. <p><i>Venue:</i> Mutiara 12, Level 3 Ritz Carlton Hotel</p> <p>Attendees</p> <ul style="list-style-type: none"> • Minister Colbeck • Tourism Australia Sydney team; John O’Sullivan, Karen Halbert, Tim Jones. • Tourism Australia Regional team; Michael Newcombe, Brent Anderson, Levie Lantu. • Mr Rusdi Kirana - President Director & CEO - Lion Group Lion Air • Mr Rudy Lumingkewas - CEO Lion Air - Lion Air <p>A selection of tourism stream VIP attendees</p> <ul style="list-style-type: none"> • Kerrie Mather, CEO, Sydney Airport • Sally Fielke, General Manager Corporate Affairs, Sydney Airport • Gordon Price, Director-International, Gold Coast Tourism Corporation • Deanna Varga, Assistant Director Commercial & Visitor Services, Australian National Maritime Museum • Gary Paterson, General Manager Global Sales & Marketing, AOT Group • Andrew Sugiaputra, Director, Golden Group Pty Ltd • Maaike van der Windt, Aviation Business Development Manager, Brisbane Airport • Peter Shelley, Managing Director, ATEC • Farshal Hambali, Government Relations Manager, Indonesia, Virgin Australia

Time	Details
	<ul style="list-style-type: none"> • Marcus James, Head of Government and Public Affairs, Jetstar Group • Barathan Pasupathi, CEO, Jetstar Asia Airways
16.00 – 17.00	<p>Bank Partner Meeting</p> <p><i>Venue:</i> Mutiara 12, Level 3 Ritz Carlton Hotel</p> <p>Attendees</p> <ul style="list-style-type: none"> • Minister Colbeck. • Tourism Australia Sydney team; John O'Sullivan, Karen Halbert, Tim Jones. • Tourism Australia Regional team; Michael Newcombe, Brent Anderson, Levie Lantu. • Mr Luskito Hambali - Director of Consumer Finance - Australia New Zealand Bank (ANZ) • Mrs Perriz Azwir - Director of AMEX Indonesia - American Express Bank (AMEX) • Mrs Mira Wibowo - General Manager - Consumer Marketing - Bank Central Asia (BCA) • Mr Okki Rushartomo - Vice President - Consumer Credit Card- Bank Negara Indonesia 46 (BNI) • Mr Djamin Nainggolan - Senior Executive Vice President - Bank Danamon <p>A selection of tourism stream VIP attendees</p> <ul style="list-style-type: none"> • Kerrie Mather, CEO, Sydney Airport • Sally Fielke, General Manager Corporate Affairs, Sydney Airport • Gordon Price, Director-International, Gold Coast Tourism Corporation • Deanna Varga, Assistant Director Commercial & Visitor Services, Australian National Maritime Museum • Gary Paterson, General Manager Global Sales & Marketing, AOT Group • Andrew Sugiaputra, Director, Golden Group Pty Ltd • Maaik van der Windt, Aviation Business Development Manager, Brisbane Airport • Peter Shelley, Managing Director, ATEC • Farshal Hambali, Government Relations Manager, Indonesia, Virgin Australia • Marcus James, Head of Government and Public Affairs, Jetstar Group • Barathan Pasupathi, CEO, Jetstar Asia Airways
17.00 – 18.00	<p>Programme break</p>
18.30 – 21.00	<p>Gala Dinner – Launch of Indonesia Australia Business Week</p> <p>The Minister for Trade and Investment, the Hon Andrew Robb AO MP, will host the Indonesia Australia Business Week Gala Dinner.</p> <p>Please ensure you are carrying your IABW delegate lanyard for identification.</p> <p><i>Venue: Ritz Carlton</i></p>

Thursday 19 January 2015

Jakarta

Time	Details
18.20 – 18.30	Travel to JW Marriott Hotel for Farewell Function <i>Address:</i> <i>JW Marriott Hotel</i> <i>Jalan DR Ide Anak Agung Gde Agung Kav E.1.2 No. 1 & 2,</i> <i>Kawasan Mega Kuningan,</i> <i>Jakarta Selatan, DKI Jakarta 12950,</i> <i>Transport: Walking. The Marriot is next door to the Ritz Carlton.</i>
18.30 – 20.30	Farewell Function <i>Please ensure you have your IABW lanyard.</i>
20.30 – 20.40	Travel from Marriot to accommodation.
21.45	End of IABW

Infrastructure Policy Dialogue & Financial Services Dialogue Programme

Austrade Contact

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Market Background

Infrastructure

Infrastructure is of the highest priority to the Indonesian economy in enabling it to reach its potential. Indonesia has grown rapidly over the past decade. This growth, however, has not been accompanied by a corresponding increase in infrastructure. Existing infrastructure is stretched to its limit, and new infrastructure as well as modernisation of existing infrastructure assets has been slow. This has dampened GDP growth, from above 6 percent in 2005 to below 5 percent in the first half of 2015.

The impact of this infrastructure deficit is two-fold: slower growth and a reduced quality of life for urban and rural citizens. Concerns about traffic congestion, inefficient land use, high logistics costs, water vulnerability, and pollution are compromising urban and regional development. Good policies, institutions, planning and preparation of projects is vital to facilitate private sector involvement in Indonesia's economic growth story.

Despite these ambitious targets, Indonesia understands it lacks the necessary financial and technical capacity to rigorously plan, assess and carry out major infrastructure projects. Indonesia's Investment Coordination Board (BKPM) estimates at least US\$459 billion of infrastructure funding is required over the next five years, of which the government can fund no more than 22 percent. The top four investors in Indonesia (Japan, China, Korea and Singapore) address this gap by forming consortiums and/or submitting unsolicited infrastructure proposals to government.

The intent of this dialogue is to establish a sustainable forum and partnership to share Australia's experience and assist Indonesia to develop a stronger infrastructure eco-system that can unlock global pools of institutional capital.

Financial Services

Financial services and financial sector reform is another high priority for the Indonesian Government. These services encompass broad financial inclusion and appropriate architecture to assist Indonesia meet its national economic and social development goals. Many key financial institutions are currently state owned, with varying levels of corporate governance and experience in operating in tough global environments. At the same time, the Indonesian economy's capital markets lack the depth, sophistication, liquidity and breadth of instruments necessary to take full advantage of the global pools of institutional capital available.

Australia, as a near neighbour, has developed open, resilient and financial capital markets along with deep pools of capital formed from a compulsory pension system since the 1980s. Australia's experience and lessons in financial sector reform, pension systems, insurance and, more recently, the application of information technology and innovation to banking systems are complementary areas which can be shared to assist Indonesia reach its full economic potential.

The intent of this dialogue is to establish a sustainable forum and partnership to share Australia's experience and assist Indonesia to develop a stronger financial services sector, including capital and financial market reform, financial inclusion including digital payment solutions and other areas that complement the national economic priorities.

As dialogue partner, the Otoritas Jasa Keuangan (OJK) known as the Financial Services Authority of Indonesia is an autonomous agency established in 2011 to regulate and supervise the financial services sector. The OJK has broad powers to regulate, supervise, inspect and investigate matters within the financial services sector as well as to create a financial system which grows in a stable manner.

Tuesday 17 November 2015, Jakarta

Time	Details
Afternoon	<p>Delegates arrive in Jakarta</p> <p>Recommended accommodation:</p> <p>The Ritz-Carlton Jakarta, Mega Kuningan: Jalan DR Ide Anak Agung Gde Agung Kav. E.1.1 No.1 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 2551 8888</p> <p>JW Marriott Hotel Jakarta: Jl. DR Ide Anak Agung Gde Agung Kav. E.1.2 No. 1 & 2 Kawasan Mega Kuningan, Jakarta 12950, Indonesia Phone: +62 21 5798 8888</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged by the hotel at an additional expense. Please select a preferred transfer option when making your hotel booking.</p>
17.30 – 20.00	<p>Registration and reception for delegates</p> <p>Delegates will register and collect their IABW delegate pack, including a lanyard for security and identification during the three-day programme of events.</p> <p>Delegates are invited to join the Austrade team and delegates from across the eight stream programmes for a welcome reception. A security briefing will also be provided.</p> <p><i>Venue: Lobo Restaurant, Level 1, Ritz Carlton Hotel</i></p>

Wednesday 18 November 2015, Jakarta

Time	Details
Please wear your IABW delegate lanyard for security and identification during the day's events.	
7.30 – 8.00	Registration for Indonesian participants (non-delegates) in the Welcome Breakfast
8.00 – 10.30	Plenary session: Indonesia Australia Business Week Welcome Breakfast The official IABW launch event to welcome delegates and hear about: <ul style="list-style-type: none">• Australia and Indonesia relationship• Indonesia and the importance of strong business relationships• Indonesia positioning for growth Introductory speakers (TBC): <ul style="list-style-type: none">• His Excellency Mr Paul Grigson, Australian Ambassador to Indonesia• The Hon Andrew Robb AO MP, Minister for Trade and Investment• Republic of Indonesia Government Representative Indonesia and Australia – Partnerships for the Future panel speakers: <ul style="list-style-type: none">• Mr Bruce Gosper, CEO, Australian Trade Commission (panel moderator)• Bapak Mahendra Siregar, Chairman Board of Commissioners, PT Semen Indonesia• Bapak Franciscus Welirang, Director, Indofood• Dr Leonie Lethbridge, Regional Operating Officer, ANZ• Mr Mauro Balzarini, Managing Director, Wellard Group Holdings• Bapak Hariyadi Sukamdani, Chairman of the Board, APINDO (Indonesian Employers Association)• Bapak Chris Kanter, Vice President and Vice Chairman, Trade and International Economic Cooperation, KADIN (Indonesian Chamber of Commerce and Industry) <i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i>
10.30 – 11.00	Coffee/tea break and Registration for Indonesian participants in Infrastructure Policy Dialogue
INFRASTRUCTURE POLICY DIALOGUE	
11.00 – 12.00	Introduction and agreement on shared objectives <ul style="list-style-type: none">• Bernardus Djonoputro, Commissioner and Board Member, PT Jababeka Infrastruktur• John Walker AM, Executive Chairman of Infrastructure, Utilities & Renewables Asia, Macquarie Capital, Chairman of Macquarie Group of Companies, Korea <i>Venue: Mutiara 10, Level 3, Ritz Carlton Hotel</i>
12.00 – 12.30	Coffee/tea break

12.30 – 14.30 **Luncheon presentations and discussion**

Moderator: Sinthya Roesly, CEO, PT IIGF

Presentations providing an update on current Indonesian infrastructure priorities, initiatives, challenges and opportunities, followed by a Q&A session.

Keynote speakers (TBC):

- H.E. Mr Rudiantara, Minister Communication and Informatics, Republic of Indonesia
- Mr Luky Eko Wuryanto, Deputy Minister for Acceleration of Infrastructure and Regional Development, Coordinating Ministry for Economic Affairs
- Mr Freddy R. Saragih, Ministry of Finance Directorate General of Budget Financing and Risk Management
- Mr Tamba Hutapea, Vice Chairman and Head of Infrastructure, BKPM

Panel discussion on current Australian challenges to infrastructure priorities, followed by Q&A.

Panel speakers:

- Professor Colin Duffield, Board Member, Infrastructure Australia
- Craig Thorburn, Director Emerging Markets, Future Fund Management Agency
- Scott Gardiner, Managing Partner – Projects & Energy, King Wood Mallesons
- Mario D'elia, Partner, PwC

Venue: Mutiara 10, Level 3, Ritz Carlton Hotel

14.30 – 16.00 **Ministerial Welcome**

MC: David Landers, General Manager, East Asian Growth Markets, Austrade

Welcome remarks by:

- **HON ANDREW ROBB, MINISTER FOR TRADE AND INVESTMENT, GOVERNMENT OF AUSTRALIA**
- **H.E. DR. BAMBANG BRODJONEGORO, MINISTER FOR FINANCE, REPUBLIC OF INDONESIA**

Discussion session: Two-Way Learning, Sharing Experience and Capacity - Indonesia & Australia

- Introduction of Indonesian and Australian representatives
- Introduction of Australian and Indonesian co-chairs: John Walker AM, Bernardus Djonoputro and Sinthya Roesly
- Summary of discussions by co-chairs, including ideas to enhance the bilateral relationship in the infrastructure sector
- Potential presentation(s) on key ideas and concepts
- Concluding remarks by MC

Venue: Mutiara 10, Level 3, Ritz Carlton Hotel

16.00 – 16.15 **Coffee/tea break**

16.15 – 17.00 **Wrap up: How Indonesia and Australia can work together to find a recommended action plan**

Moderators:

(Public Sector)

- Sinthya Roesly, CEO, PT IIGF
- David Landers, General Manager, East Asian Growth Markets, Austrade

(Private Sector)

- Bernardus Djonoputro, Commissioner/Member of The Board, PT Jababeka Infrastruktur
- John Walker AM, Executive Chairman of Infrastructure, Utilities & Renewables Asia, Macquarie Capital, Chairman of Macquarie Group of Companies, Korea

Venue: Mutiara 10, Level 3, Ritz Carlton Hotel

17.00 - 17.10 **Final remarks**

- Kris Sulisto, President, Indonesian Australian Business Council
 - Debnath Guharoy, President, Australian Indonesian Business Council
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17.10 – 18.00 **Optional: Networking and coffee**

Delegates may opt to join the mainstream 'Infrastructure – Urban Sustainability and Transport Solutions Programme' for a networking session with Indonesian and multinational company representatives involved in the following projects:

- MRT and LRT integration in Greater Jakarta
- BRT and GoJek (app-based motorcycle taxi) integration
- Soekarno Hatta Airport expansion
- Tanjung Priok Port expansion

Venue: Mutiara 88, Lower Lobby, Ritz Carlton Hotel

18:00 – 18:30 **Break and Registration for Indonesian participants (non-delegates) at Gala Dinner**

18.30 – 21.45 **Gala Dinner – Indonesia Australia Business Week**

The Hon Andrew Robb AO MP, Minister for Trade and Investment, will host the Indonesia Australia Business Week Gala Dinner.

Please ensure you are carrying your IABW delegate lanyard for security and identification.

Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel

End of Wednesday Programme

Thursday 19 November 2015, Jakarta

Time	Details
Please wear your IABW delegate lanyard for security and identification during the day's events.	
7.30 – 8.00	Registration for Indonesian participants (non-delegates) in plenary session
8.00 – 9.30	Plenary session: ASEAN – The Regional Growth Story Moderator: Fraser Thompson, Director, Singapore, AlphaBeta Discussion topics and panel speakers (TBC): <ul style="list-style-type: none">• The ASEAN-Australia relationship His Excellency Mr Simon Merrifield, Australian Ambassador to ASEAN• Why ASEAN and Why Now? Mr David Landers, General Manager, East Asian Growth Markets Division, Austrade• Case study: ANZ – Building a successful regional business Mr Joseph Abraham, President Director, ANZ Indonesia• Moderated panel discussion Breakfast will be served at the session. <i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i>
9.30 – 9.45	Coffee/tea break
9.45 – 11.00	Plenary session: Business Establishment in Indonesia (BKPM and Austrade) A session to provide delegates with practical information on setting up ventures in Indonesia. Speaker: <ul style="list-style-type: none">• Indonesia's investment priorities, policies and procedures Mr Franciscus Sibarani, Chairman, BKPM (Indonesia Investment Coordinating Board) Business panel: How to approach the market <ul style="list-style-type: none">• Wilfred Schultz, Principal, The Practice• Mr David East, Director and Head of Transaction Services, KPMG Siddharta Advisory• Mr Simon Linge, President, PT NS BlueScope Indonesia• Mr Antonio Da Silva Costa, President Director, PT Bank Commonwealth <i>Venue: Grand Ballroom, Level 2, Ritz Carlton Hotel</i>
11.00 - 11.30	Break and Registration for Indonesian participants in Financial Services Policy Dialogue Please make your way to the Financial Services Policy Dialogue luncheon venue at <ul style="list-style-type: none">• Mutiara 10, Level 3, Ritz Carlton Hotel

FINANCIAL SERVICES POLICY DIALOGUE

12.00 - 14.15 Luncheon presentations

Moderator: David Landers, General Manager, East Asian and Emerging Markets, Austrade

Opening presentation

- Financial Inclusion in Indonesia – the X Files the truth is out there
Debnath Guharoy, General Manager – Asia, Roy Morgan Research

Keynote presentation

- **DR MULIAMAN D. HADAD, CHAIRMAN, OJK (INDONESIA FINANCIAL SERVICES AUTHORITY)**

Dr Hadad will highlight some of the macro prudential and local challenges for Indonesia to achieve its economic potential through stronger, more sophisticated and resilient capital markets – taking into account technology and innovation as well as potential areas of cooperation with Australia.

Ancillary presentations

- Financial integration with Asia – what this means for Australia and Indonesia
Amy Auster, Executive Director, Australian Centre for Financial Studies
- Macroeconomic policies and the financial system in Indonesia post Asian Financial Crises
Dr Anwar Nasution, University of Indonesia (TBC)

Venue: Mutiara 10, Level 3, Ritz Carlton Hotel

14.15 – 15.15 Panel discussion: Learning and sharing experience on financial services regulation, reform and innovation from Australian experts

Moderator: Amy Auster, Executive Director, Australian Centre for Financial Studies

Perspectives – What financial architecture for Indonesia is suitable to support its national development goals of financial stability, financial inclusion, financial integration (with Asia), and economic development and attract foreign investment into productive sectors such as infrastructure. What has Australia learnt and can share with Indonesia?

Panel speakers:

- Dr Leonie Lethbridge, Regional COO Asia, ANZ Banking Group
- Neil Parekh, General Manager, Asia (ex China), National Australia Bank (TBC)
- Jane McGill, Senior Adviser, Industry Super Australia
- Craig Thorburn, Director – Emerging Markets, Future Fund Management Agency
- John Donovan, Managing Director, AFM Investment Partners
- Justin Breheny, Independent

Venue: Mutiara 10, Level 3, Ritz Carlton Hotel

Time	Details
15.15 – 15.30	Coffee/tea Break
15.30 – 16.30	<p>Discussion: Learning and sharing experience on financial services regulation, reform and innovation from Indonesian experts</p> <p>Moderator: TBC</p> <p>Financial inclusion, infrastructure finance, pension systems, technology, regulation and regional financial market integration</p> <p>Note: Option to continue previous discussion and open questions to all delegates, including commentary by Dr Muliaman Hadad, Chair, OJK</p> <p><i>Venue: Mutiara 10, Level 3, Ritz Carlton Hotel</i></p>
16.30 – 16.45	<p>Final Remarks</p> <p>Concluding remarks, including next steps and meeting.</p> <ul style="list-style-type: none"> • Kris Sulisto, President, Indonesian Australian Business Council • Debnath Guharoy, President, Australian Indonesian Business Council <p><i>Venue: Mutiara 10, Level 3, Ritz Carlton Hotel</i></p>
16.45 – 18.30	<p>Break</p> <p>Dress code for Ambassador's Reception: Business attire</p>
18.30 – 20.30	<p>Ambassador's Reception for Delegates</p> <p>Hosted by His Excellency Paul Grigson, Australian Ambassador to Indonesia</p> <p><i>Venue: Ballroom 1 & 2, JW Marriott Hotel</i></p>
End of Thursday Programme	

Friday 20 November 2015, Jakarta

Time	Details
Please wear your IABW delegate lanyard for security and identification during the day's events.	
8.00 – 9.30	<p>Indonesia Australia Business Week Wrap Up Breakfast hosted by IABC and AIBC</p> <p>A session for delegates in Jakarta to summarise key mission take-aways and the role of the bilateral councils.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Indonesia Australia Business Council • Australia Indonesia Business Council <p><i>Venue: Ballroom 1 & 2, Level 2, JW Marriott</i></p>
End of Indonesia Australia Business Week Programme	



Australian Government
Australian Trade Commission



Free Trade Agreements Campaign

2015 Campaign Evaluation Research Results Presentation

Version 1.0
27th January 2016



Overall Conclusions for FTA Campaign Effectiveness Tracking

- Research indicates that the campaign has had a significant impact on attitudes and behaviours, with positive sentiment among the Australian public increasing by 21% following exposure to the campaign. In turn this is likely to lead to improved utilisation of the FTAs.
- Campaign tracking research indicates that the campaign reached more than half of the general public and business community and overall is seen to be credible, believable and informative.
- Consumers and business leaders that have seen the campaign are significantly more likely to have a better understanding of the economic competitiveness that FTAs bring.
 - I.e. How FTAs make Australian businesses more competitive, what employment opportunities they create, how they reduce the price of imported goods and how they facilitate economic growth in Australia.



Contents

	Introduction
3	The research framework
4	The research method
5	Presence: what proportion of the general public have been exposed to the campaign?
9	Impact: How well have campaign elements resonated with the audience?
15	Outcome: Has the campaign been successful in shifting attitudes?
21	Summary and conclusions
27	

Introduction

This report contains data based on 4 months of tracking (September-December 2015) of the Free Trade Agreement communications campaign.

To be successful, an information campaign must be seen by a substantial proportion of its target population and its message has to be viewed as credible and be delivered in an engaging way. If this is achieved, then the campaign will be successful in shifting attitudes.

Using the presence, impact, outcome framework (outlined on the following page) AMR has measured three core aspects to determine the effectiveness of the campaign:



- What proportion of the population recall the campaign elements?
- How effective have campaign elements been in delivering the message in an informative and credible way?
- Has the campaign increased overall positivity and attitudes in relation to Australia's Free Trade Agreements with North Asia?

The sections that follow provide an understanding of how successful the Free Trade Agreement campaign has been at delivering on these three core elements.

The Framework

1. PRESENCE



What proportion of the Australian general public and business community have been exposed to the campaign?

2. IMPACT



Are the campaign elements resonating with the audience?

3. OUTCOME



Has the campaign shifted attitudes in relation to Australia's Free Trade Agreements?

The Research Method

Data collection:
online and phone



Consumer

Telephone skewed to older age groups and
online skewed to younger age groups

Business

Telephone used to target specific
industries (Agriculture, construction,
mining, manufacturing)

Monthly
continuous



Australia wide



Robust
sample size



See overleaf

Representative



Consumer

Weighted to ABS age,
gender and state

Business

Weighted to industry and
business size

The Research Method (cont.)

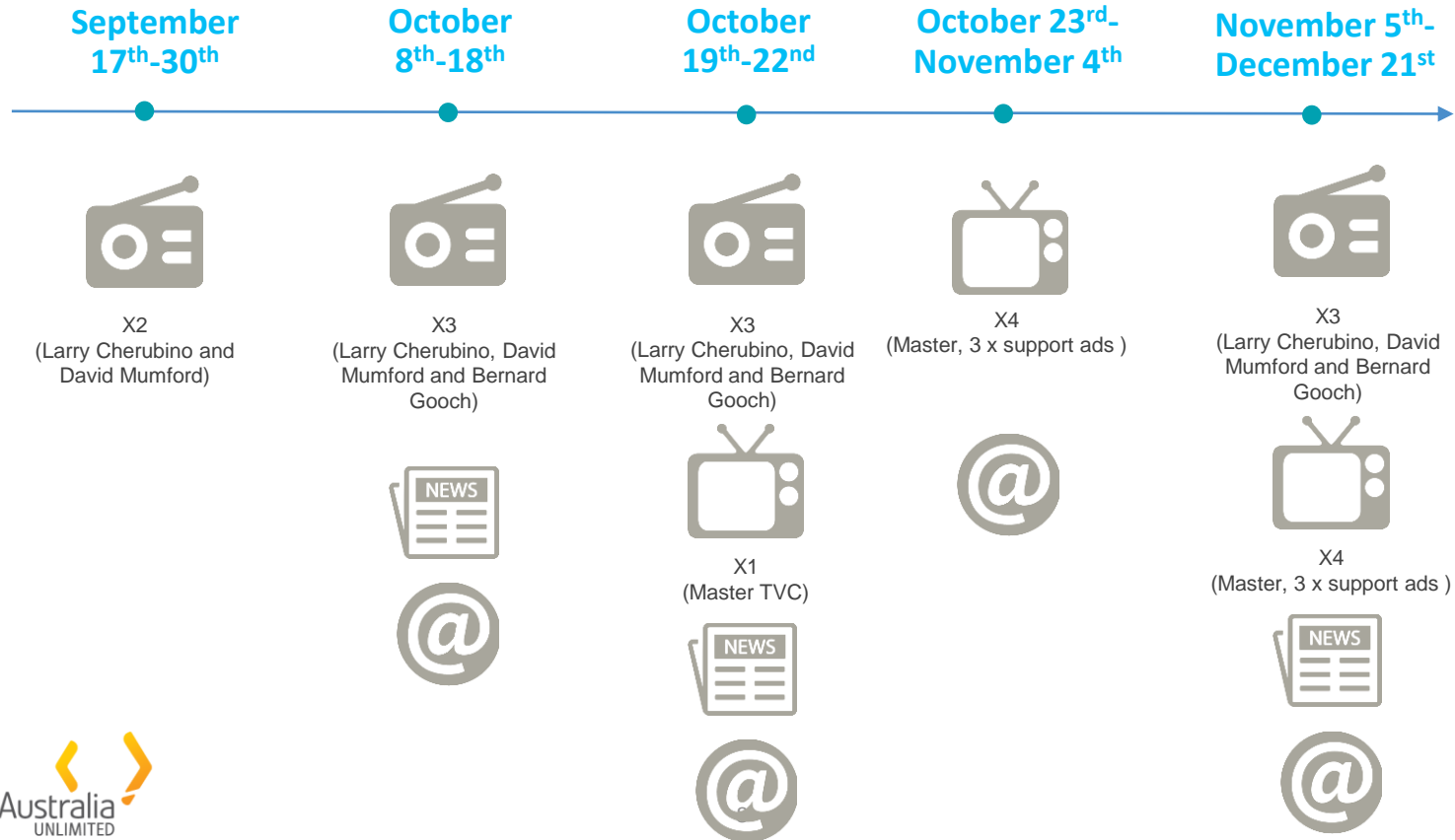
Sample Size



This report includes data collected up to and including December 21st 2015.
 This report includes data for both consumer and business markets

Sample Type	Benchmark Base Size	Monthly Base Size (Sept 2015)	Monthly Base Size (Oct 2015)	Monthly Base Size (Nov 2015)	Monthly Base Size (Dec 2015)	TOTAL sample size for tracking (Sept-Dec 2015)	Data collection method:
General public	n=1,089	n=395	n=788	n=608	n=689	n=2,480	Combination of online and telephone survey
SME Businesses	n=284	n=179	n=355	n=309	n=378	n=1,221	Combination of online and telephone survey

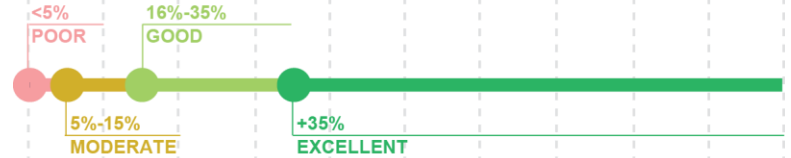
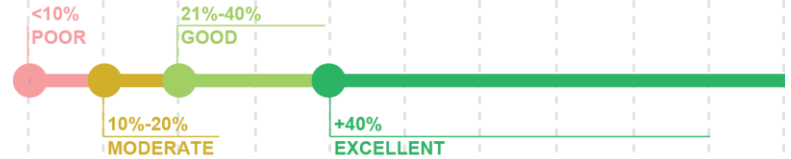
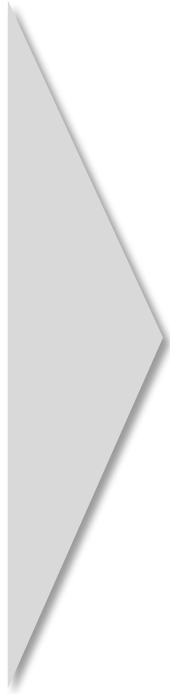
Overview of campaign elements tracked



Benchmarks

Outlined below are the benchmarks used to determine the relative performance of the campaign. These benchmarks have been established based on AMR's 20 years' experience conducting advertising effectiveness research.

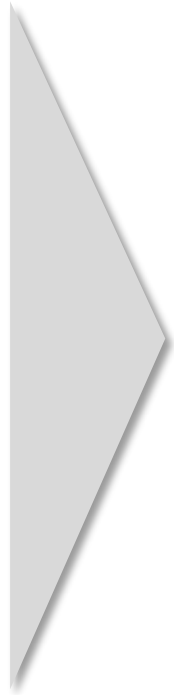
1. PRESENCE



Benchmarks

Outlined below are the benchmarks used to determine the relative performance of the campaign. These benchmarks have been established based on AMR's 20 years' experience conducting advertising effectiveness research.

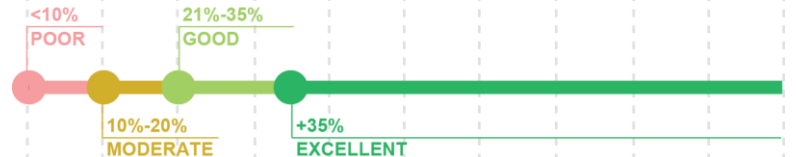
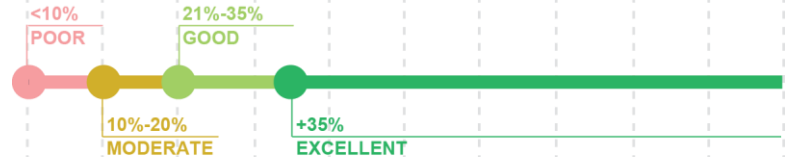
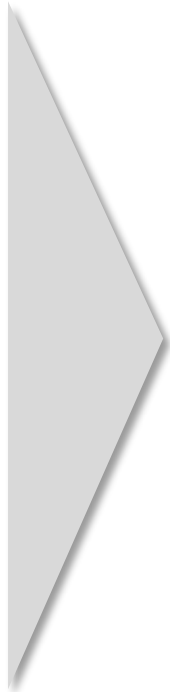
2. IMPACT



Benchmarks

Outlined below are the benchmarks used to determine the relative performance of the campaign. These benchmarks have been established based on AMR's 20 years' experience conducting advertising effectiveness research.

3. OUTCOME



Presence:

What proportion of the Australian general public have been exposed to the campaign?



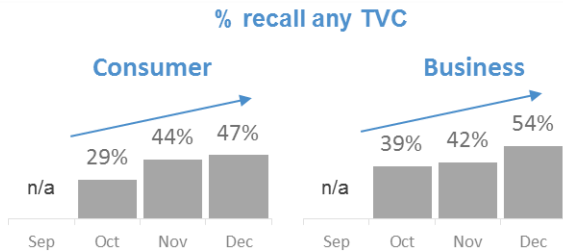
As of December, close to half of the Australian general public had seen an FTA TVC. Over a fifth recall one or more radio ads as well as digital and print advertising.

In the 4 months of campaign activity, this level of recall for the FTA campaign can be considered good*.

Encouragingly, recall of the campaign continues to improve month on month.

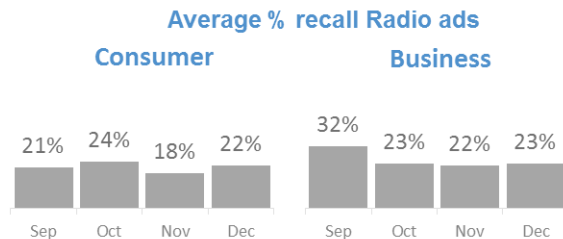
* Based on AMR normative data base

Following four months of activity, recall for TVC component is good to excellent and recall for the Radio component is good.



Close to or over half of the Australian general public and business community have been exposed to the TVC advertising.

- Recall for the TVC component has increased steadily month on month.
- We can expect recall to increase with continued activity.

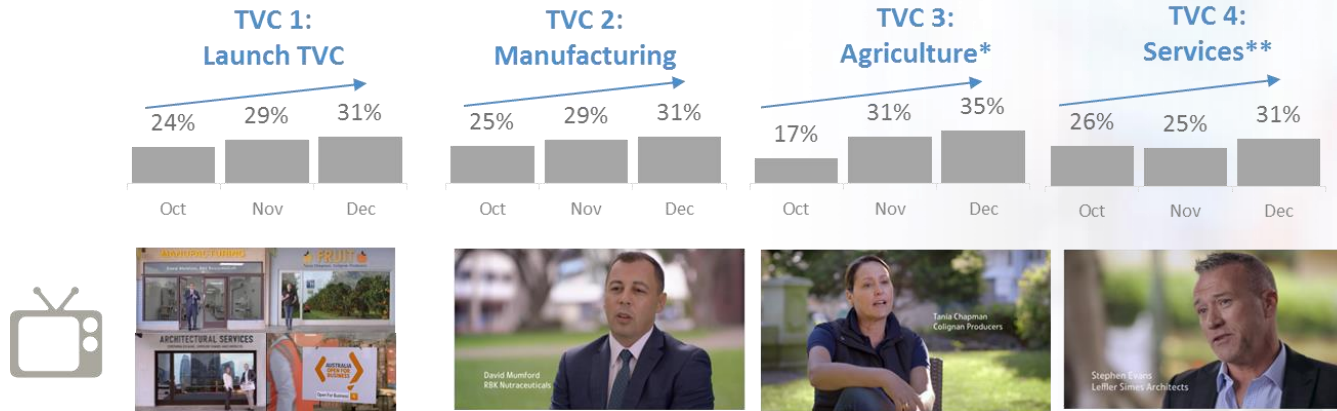


On average, a fifth of the Australian general public and business community recall the radio advertising.

- This has been relatively stable month on month.

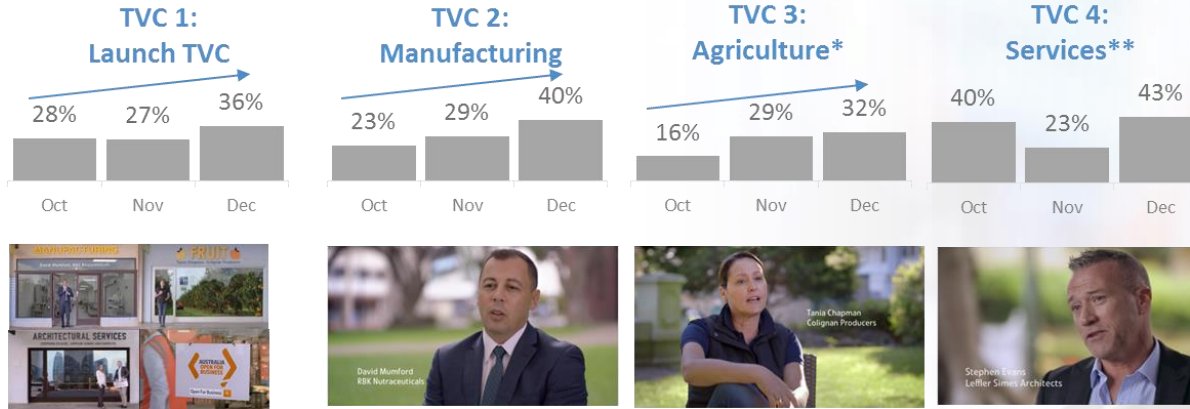
While a high level of ad recall alone is not sufficient in achieving broad based changes, maintaining strong presence levels will be necessary to achieve broad attitudinal changes.

The majority of TVCs have experienced a steady increase in recall. Among consumers, each of the TVCs has recorded a similar level of cut through although none are a standout (i.e. achieving a recall of 50%+).



Inclusion of additional testimonials could be used to maximize the engagement with the community.

The majority of TVCs have experienced a steady increase in recall, with the manufacturing and services testimonials achieving the strongest cut through.



Continue the manufacturing and services TVCs given the strong cut through.



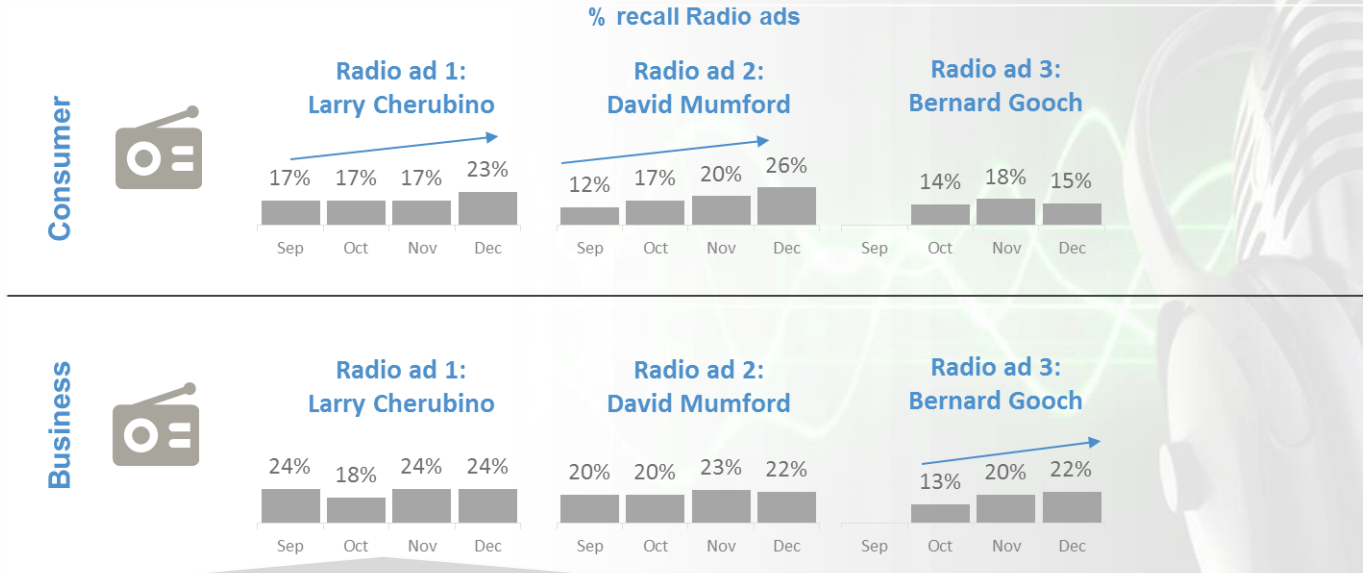
Australian Government
Australian Trade Commission



*Shown in regional areas only
**Shown in metro areas only

Q17. Do you remember this ad?

Among the Australian general public, recall was strongest for Larry Cherubino and David Mumford ads – both peaking in December.



Assuming all radio ads have similar levels of spend, the radio ads featuring Larry Cherubino and David Mumford should continue. The radio ad featuring Bernard Gooch has struggled to cut through with consumers, suggesting the need for an alternative radio ad.

Recall of print and digital components has also steadily increased.

Gen Pop



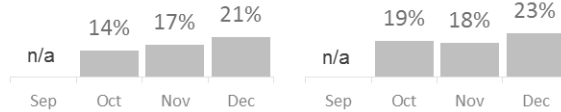
BUSINESS



% recall Print ads

Consumer

Business

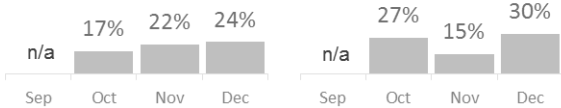


Over 1 in 5 Australians and business leaders have been exposed to print advertising as of December 2015.

% recall Digital ads

Consumer

Business



The footprint for digital advertising is good with a quarter of Australians and close to a third of business leaders recalling the digital component as of December 2015.



The campaign has achieved a good level of recall for print and digital components suggesting the need to continue using these channels.



Impact:
**Are the campaign
elements resonating
with the audience?**



Across all campaign elements, close to or over half of Australians who recall the campaign found the message to be credible, believable and informative.

Across all campaign elements, close to or over half of Australians who recall the campaign found the message to be credible, believable and informative.



Impact statements that received good or excellent level* of agreement for each channel



Easy to understand	Easy to understand	Easy to understand	Easy to understand
Believable	Believable	Believable	Believable
Credible	Credible	Credible	Credible
	Informative	Informative	Informative
	Attention grabbing	Attention grabbing	Attention grabbing
	Relevant	Relevant	Relevant

While the TVC component overall is regarded as credible and easy to understand, more work is needed to increase the perceived relevancy among both general public and business audiences. The radio, print and digital components are working well in delivering the message in a relevant and informative way.

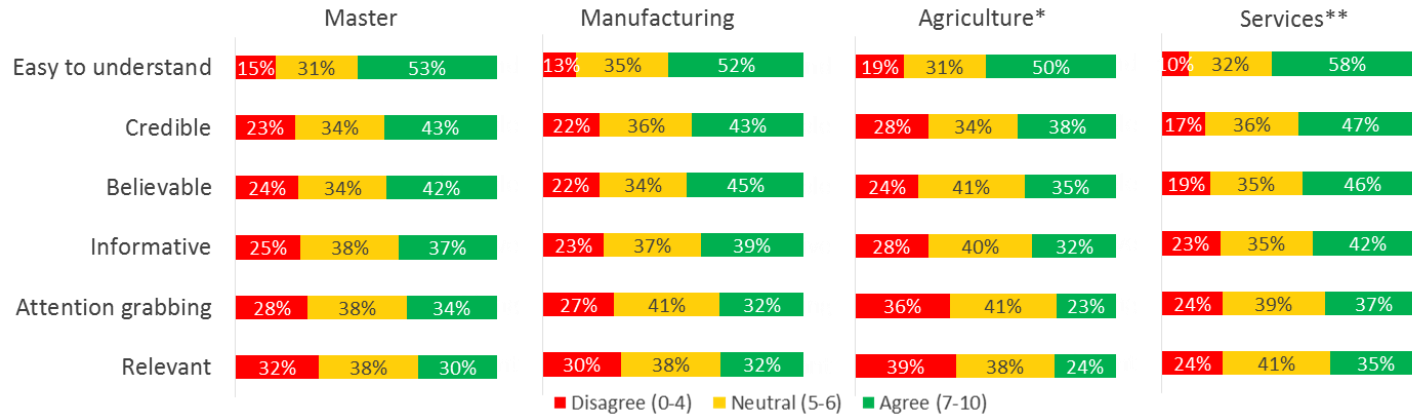




The Services TVC has the strongest impact across all four TVCs. It is viewed as informative, believable, credible and easy to understand. For close to or over 1 in 3 viewers, the master, manufacturing and agriculture TVCs have limited relevance.



Ad impressions - TVC



The strong performance of the services TVC suggests increased usage of testimonials relating to services would be beneficial.





Increasing the proportion seeing multiple ads will have a significant positive impact on ad impression. Those that have seen multiple TVCs are more likely to find the executions relevant and informative, credible, believable, and attention grabbing.

	Level of Agreement (average across TVCs)		
	saw only one TVC	saw multiple TVCs	% increase
Informative	31%	39%	+26%
Relevant	23%	32%	+39%
Attention grabbing	26%	32%	+23%
Believable	32%	44%	+38%
Credible	34%	45%	+32%



Seeing multiple ads leads to consumers being more likely to believe the message find it credible, informative and attention grabbing.

On top of tweaking the executions, in determining media spend there should be a focus on the audience having the opportunity to see multiple TVCs.

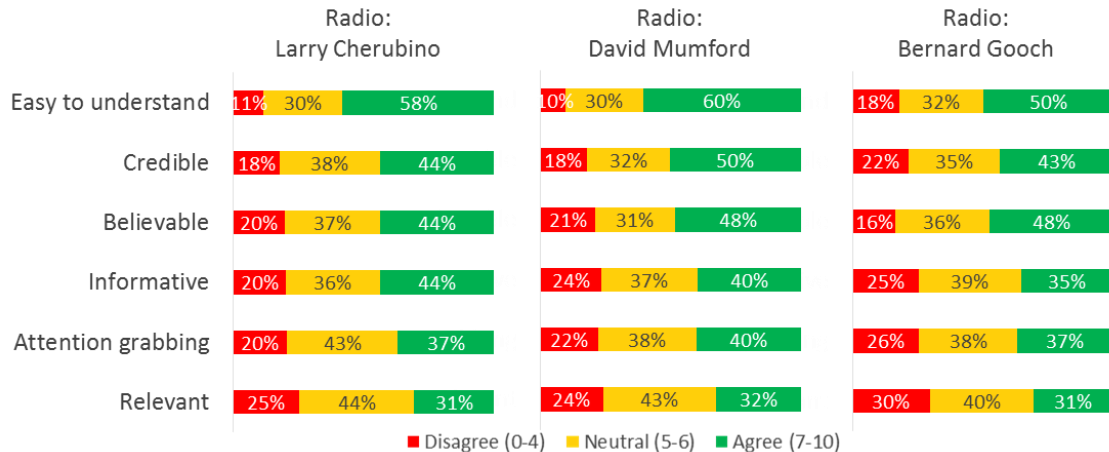




Close to half of those who have heard the radio ads found them believable, credible and easy to understand. Perceived relevancy is somewhat lower.



Ad impressions - Radio

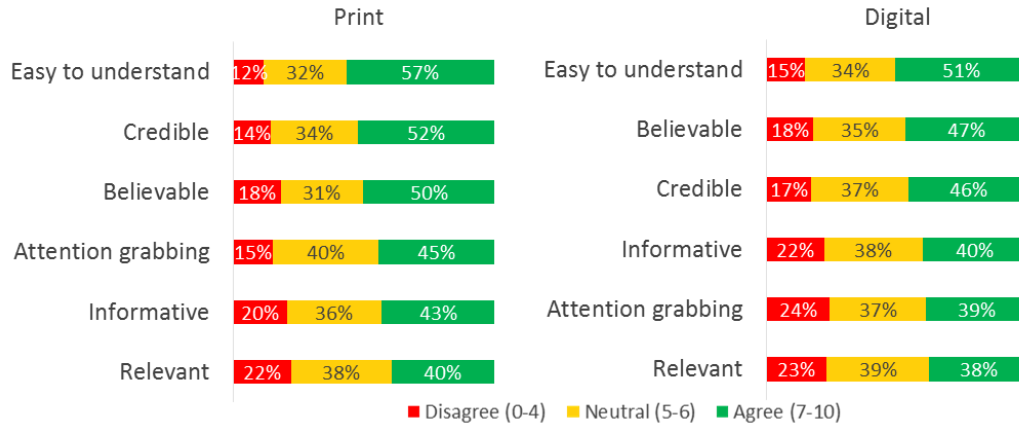


To further increase the relevance of the radio ads (and achieved an excellent result) there is an opportunity to leverage the success of the services TVC by also featuring services testimonials in radio.



The digital and radio ads resonated well with general public. Those who recall the ad(s) found them informative, relevant, believable, credible and easy to understand.

Ad impressions – Print and Digital



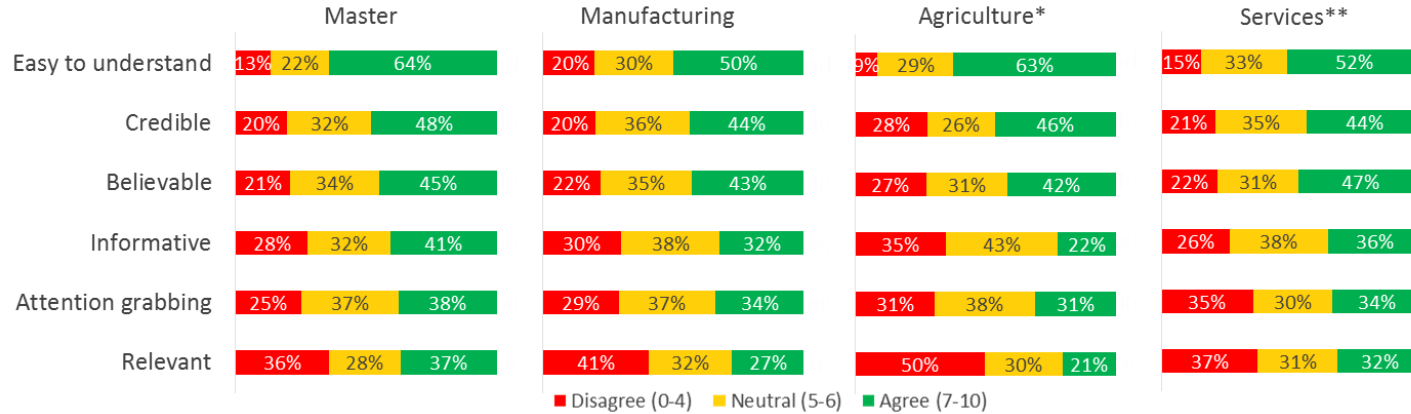
For this campaign, print and digital perform well and should be continued.



For businesses, impact is relatively similar across TVCs. There is a strong level of agreement that the TVCs are easy to understand, credible and believable, however the proportion of business leaders who find the TVCs informative and relevant is limited.



Ad impressions – TVC



Work is needed to increase relevance of the TVCs among the business community. To maximize the level of engagement with the business community, there is a need to develop testimonials and messaging that appeal and are relevant to the business community as a whole, not just specific industries.

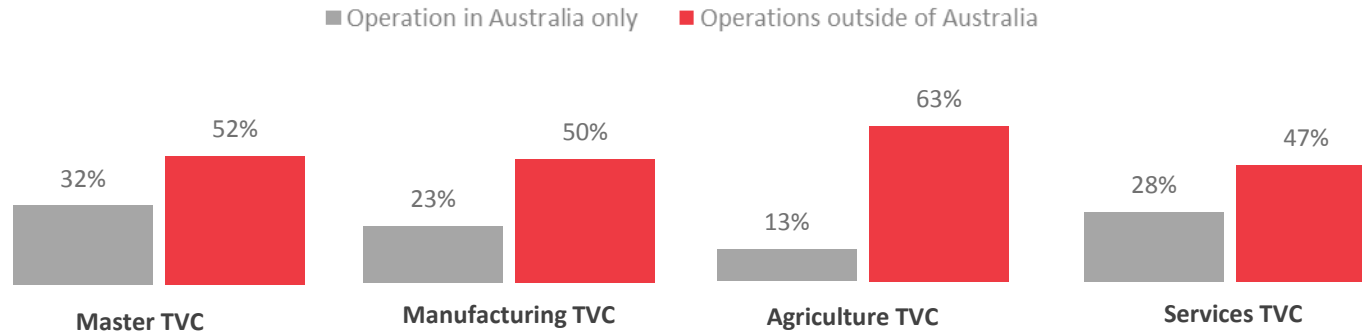




The TVCs have limited relevance to the broad business community – there is a high level of relevance among businesses who currently operate in international markets but relevance is limited for the majority of businesses who have operations within Australia only.



% Agree TVC is relevant



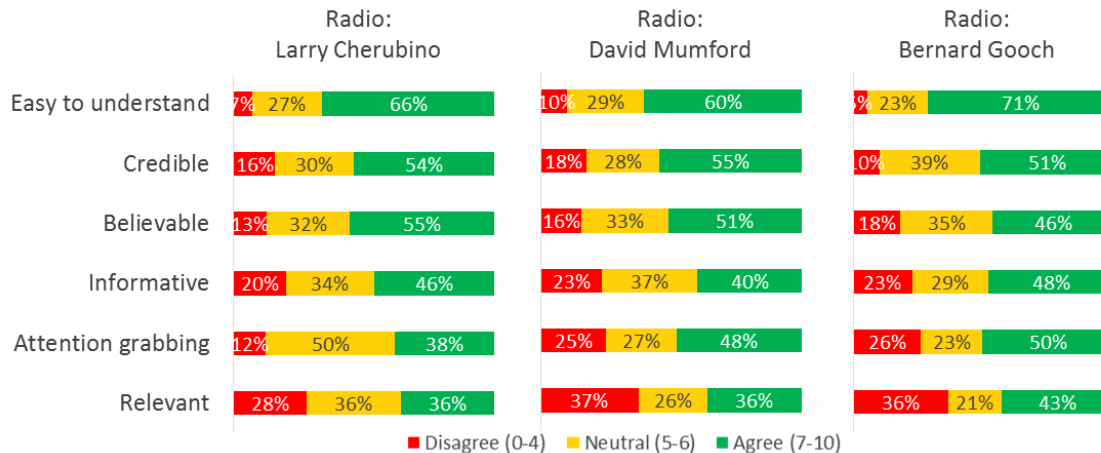
Tell the story of how the FTAs help the economy which in turn helps all types of business, not just those that do direct business in overseas markets.



The radio ads perform well among the business audience - generally seen to be easy to understand, credible, believable and informative.



Ad impressions - Radio



Similarly to the TVCs, there would also be benefit in broadening the message to convey the wider benefits of FTAs to Australian business overall as this would maximize the level of relevance to this audience.

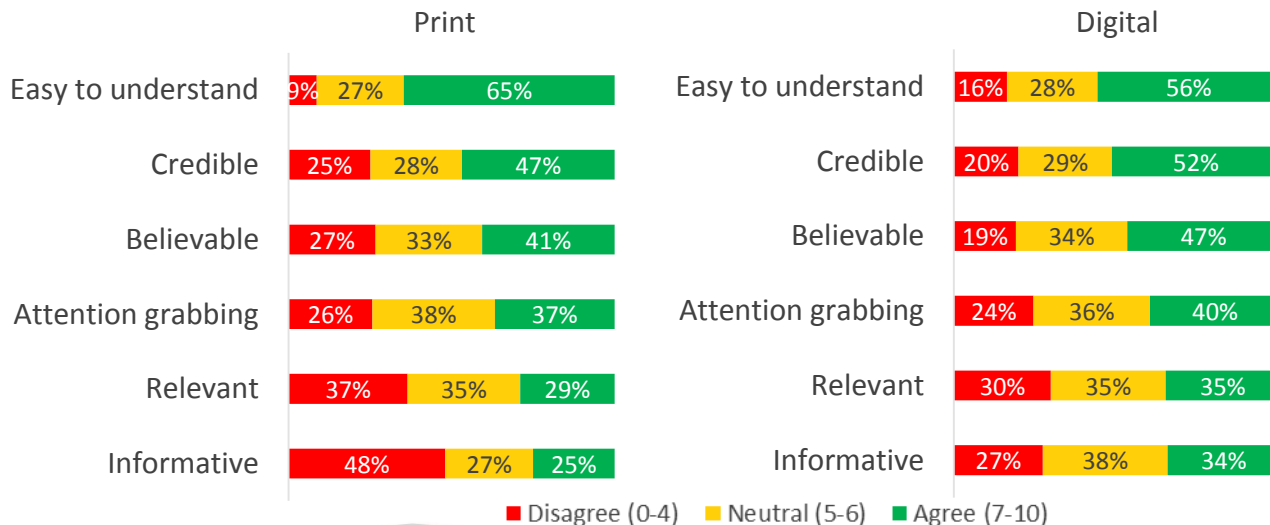




Among the business community, the print and digital components perform well on being easy to understand, credible and believable.



Ad impressions – Print and Digital



Continue to utilise print and digital mediums as they are received well and provide good support to TVC and radio.



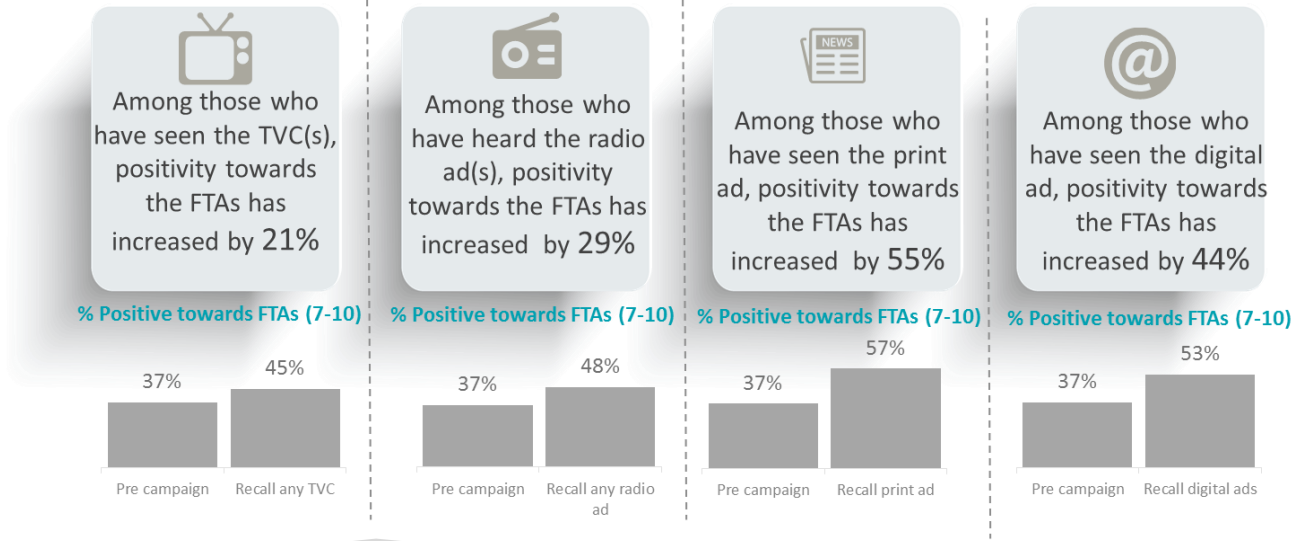
Has the campaign shifted attitudes?



Components of the campaign have had significant impact on attitudes towards the Free Trade Agreements however this has not translated into shifts at the overall population level.

Continued support of the campaign will drive further improvements.

Consumers that have been exposed to any of the campaign elements are significantly more positive towards Australia's Free Trade Agreements...

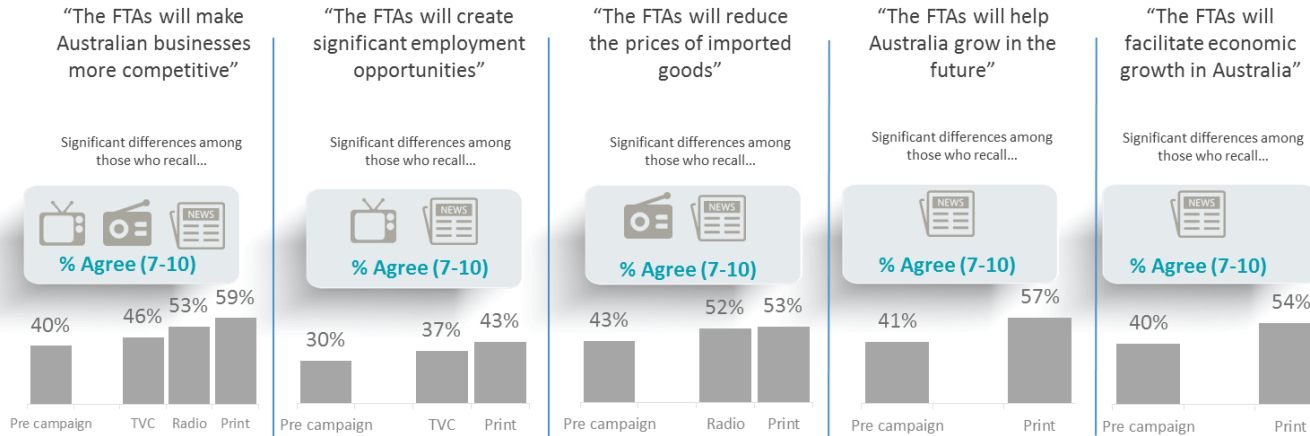


Each of the campaign channels is having a significant positive impact on overall sentiment towards the FTAs and should continue to be used. There is no evidence that any of the individual channels should cease to be used.



...and the campaign has significantly impacted attitudes among the Australian general public exposed to the campaign. While the TVC, radio and print components have all worked to shift attitudes, the extent to which each medium has shifted attitudes is varied

Those who recall campaign elements are significantly more likely to agree that...



The print component has been the most successful in shifting attitudes and there is an opportunity to take learnings from the print and adopt to TVC, radio and digital.



At this stage in the campaign, the print component has been most successful in shifting attitudes...



40% of consumers rate the print ad as relevant (an excellent result for print)



The effectiveness of the print campaign is likely due to the clear link between the FTAs and what it means for Australia overall i.e. employment benefits.

To maximize the impact of all campaign elements, there is a need to provide evidence of the FTAs relevance to the general public and all businesses, such as providing testimonials that highlight the broader impacts of the FTAs on Australia's economy.

As with the print ad, bring forward the benefits of the FTAs to Australia in other executions, especially TVC and radio executions which currently focus on mainly personal benefits to specific industries and sectors.

Print can be further enhanced by including an industry that resonates more broadly, such as services.



In contrast to the print ad, the Agriculture TVC leads with specific benefits for the citrus industry and as a result, the relevancy of the TVC to the audience is significantly lower than the print



Excerpt from TVC #3: Tania Chapman: Agriculture

Only 24% of consumers rate the TVC as relevant (compared to 40% for print)

...The ad then shows a woman (Tania Chapman of Colignan Producers) talking about how Free Trade Export Agreements have benefited her business. She says: “Free Trade Export Agreements are vital to the ongoing success not only of the Australian citrus industry but our supply chain including all of our staff along the way.”...



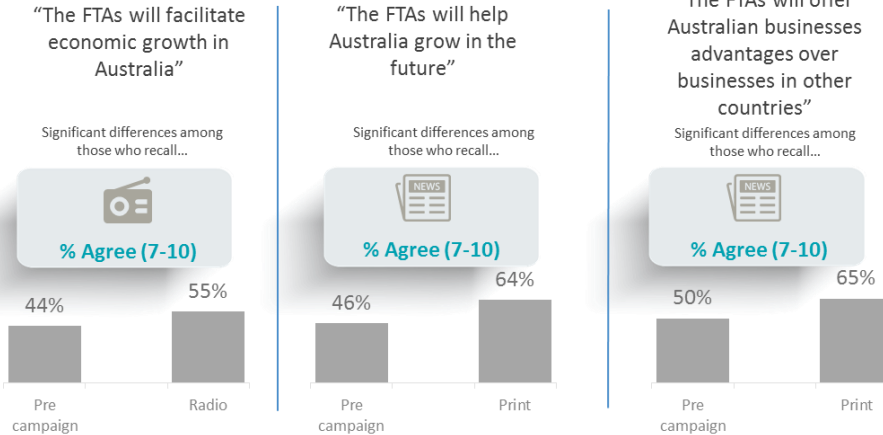
To maximize relevance, the TVCs need to make clear how the FTAs will benefit the broader community.



Print is working relatively well for shifting some attitudes among the business audience, while radio is having a small impact.



Those that recall campaign elements are significantly more likely to agree that...



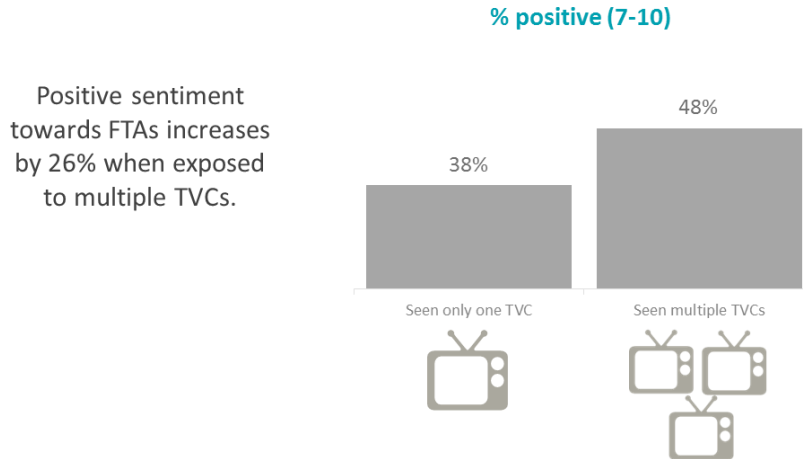
The campaign needs to focus on the broader impacts of the FTAs including how they assist Australia in becoming more innovative and will help Australian entrepreneurs export their ideas overseas.



Increased exposure has a significant impact on feelings towards the FTAs as well as attitudes and behaviour.



How do you feel about Australia's FTAs overall?

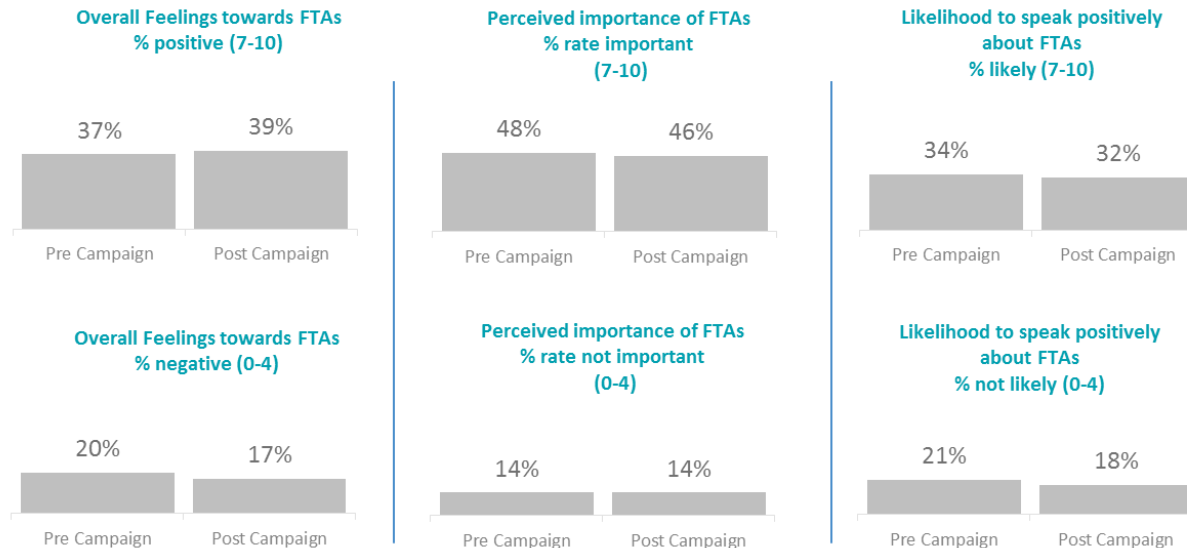


This pattern holds for other measures including likelihood to speak positively about the FTAs and agreement that the FTAs will have a positive impact on Australia.

Seeing similar messages across different industries has a positive impact. Even without creative changes, further benefits can be gained by seeing multiple testimonials.



Despite significant shifts among those who recall the campaign, this has not yet translated into significant shifts at the overall population level.



To ensure the next stage of the campaign builds on the positive shifts already created among those exposed to the campaign and is able to move attitudes at the overall population level, eight key recommendations are outlined on the following slides.



Recommendations (1 of 2)

1. Continue with the current media buy strategy – TVC, radio, print and digital components record good recall levels. While a high level of ad recall alone is not sufficient in achieving broad based changes, maintaining strong presence levels is necessary to provide the foundation for attitude change.
2. Overall, the testimonial style of TVC is working well but some tweaks to the creative (especially the TVC component) will have a positive impact on the relevance of the messaging – as the services TVC resonates with the general public most strongly, including additional testimonials around services would most likely be beneficial.
3. There should be a focus on having the opportunity to see multiple TVCs, as seeing multiple TVCs increases the relevance and credibility of the message.
4. Leverage strong performing concepts and creatives and apply across mediums – there is an opportunity to leverage the success of the services TVC by also featuring services testimonials in radio, print and digital.



Recommendations (2 of 2)

5. Continue using print and digital – they are performing well among both general public and business audiences.
6. Broaden the message around benefits of the FTAs – tell the story of how the FTAs help the economy which in turn helps all type of businesses, not just those that do direct business in overseas markets.
7. In all messaging, create a clear link between the FTAs and what they mean for Australia as a whole and make this clear as early as possible in the execution. As with the print ad, bring forward the broad benefits of the FTAs in TVC and radio executions which currently focus on specific benefits to individual industries.
8. Include messaging around how the FTAs can assist Australia in becoming more innovative and will help Australian entrepreneurs export their ideas overseas.



Appendix



Free Trade Agreement

Australian Trade Commission

Media Performance Report

Executive Summary

The Australian Trade Commission Free Trade Agreement campaign ran nationally from the 14th September – 24th December 2015 with the goal of creating awareness and educating Australians of the new opportunities created by the Free Trade Agreements with South Korea, Japan and China, whilst exporting businesses (existing and prospective).

Due to delays of the approvals for the creative material, the television activity was cancelled shortly before the launch date and had to be changed and rebooked. This resulted in a slow start as media placement was booked with short lead times. Despite these challenges the media campaign was successful, performing stronger than the original plan while achieving savings on the approved budget and additional value.

The actual spend of the campaign was \$10,700,969.11 (gross ex. GST) against the approved budget of \$10,709,83.10. The campaign receiving support from a number of media suppliers with additional bonus activity to the value of \$1,806,010.46.

The campaign ran across Television, Radio, Press, Out of Home, CALD media, Indigenous media and Online channels. Out of Home (OOH) and Radio delivered the largest amount of added value, while TV provided the strongest awareness results as per the AMR recall research included on the following Investment Summary page.

Investment Summary

The approved budget was \$10,709,083.10 (gross costs excluding GST) and the campaign delivered the following results:

Channel	Spend	Spend %	Added Value	% Added Value	AMR Ad Recall	
					People 18+	SMEs
Television	\$4,470,611.00	41.8%	\$395,455.00	9%	47%	54%
Digital	\$2,415,230.10	22.6%	\$0.00	0%	24%	30%
Radio	\$1,942,414.10	18.2%	\$855,745.56	44%	22%	23%
Newspapers	\$715,453.81	6.7%	\$130,355.44	18%	21%	23%
Magazines	\$14,204.00	0.1%	\$6,000.00	42%		
Out of Home	\$832,000.00	7.8%	\$377,280.00	45%	-	-
CALD media	\$177,349.23	1.7%	\$21,338.11	12%	-	-
Indigenous Media	\$133,706.87	1.2%	\$19,836.38	14%	-	-
TOTAL	\$10,700,969.11		1,806,010.49	17%		

AMR Ad Recall results for the end of the campaign period have been included.

Media Results Summary

Television – Ran across 3 bursts for a total of 695-895 TARPs (varied by market for a reach goal of 70-75%) and achieved 894-1,316 TARPs, which resulted in:

- 14,579,000 of People 18+ (P18+) seeing one of the Television commercials at least once
- 11,635,000 of P18+ seeing one of the Television commercials at least 3 times

Online

- 156,977,290 ads were displayed across online activity (including mobile, online video, search and social activity)
- The ads were clicked on 574,613 across digital display, search and social activity

Press

- The newspaper ads in the major newspaper titles (excluding regional and community titles) had the opportunity to be seen by 6,297,000 P18+

Radio

- 14,321,366 P18+ heard the radio commercials. On average the radio commercials were heard 16.4 times.

Out Of Home:

- 12,311,000 P18+ saw the out of home advertising. People 18+ saw the out of home ads 11.7 times

Overview of Key Learnings

Overall the media objectives were successfully met despite the challenges of short lead times, last minute cancellation and movement of the activity.

- Television reached the largest audience, closely followed by Radio. Both channels provided strong frequency which was important given the number of creative executions used.
- Amnet was the most effective network for the Display activity delivering the largest number of impressions.
- Inmobi delivered 36% of the mobile impressions and 46% of the clicks and was the most effective publisher.
- MCN and Boom Video performed the strongest for Online Video. Boom Video only had a small number of impressions but a CTR of **10.93%**.
- The Mandarin targeted audience performed the best in terms of reach with more than 3 million impressions delivered, however Cantonese audiences were more engaged with the campaign message as indicated by the higher click through rate of 0.09%.
- Mobile accounted for 77% of impressions served and 91% of clicks for the Indigenous activity.
- Out Of Home delivered a strong result given the small investment.
- Newspapers were the weakest performing media channel.

Media Implementation Strategy

Planned launch with all media channels simultaneously, lead by television for broad, quick reach.

Due to delays approving and creating the TVC, the television activity was cancelled shortly before the launch date and rebooked. The activity was rolled out in the following staggered approach:

Soft launch Week Commencing 13th September: Radio (metropolitan, regional and Print Handicap)

Week Commencing 20th September: Online activity (Digital Display, Mobile Display, Indigenous, Search and Social)

Week Commencing 4th October: Newspaper activity commenced (Metropolitan and Regional)

Week Commencing 11th October: Out of Home, Rural press and Digital CALD

Week Commencing 18th October: Television, Online TV, Indigenous Press & Radio

Week Commencing 25th October: CALD Press & Radio

Week Commencing 1st November: Magazine activity started

Selected community newspapers and an additional burst of Regional newspapers were added to the schedule for week commencing 6th December.

Television

A photograph of a living room scene, overlaid with a semi-transparent orange filter. In the foreground, a person's feet wearing white socks are propped up on a white cabinet. A hand is holding a television remote control. In the background, a large television set is mounted on the wall, displaying a landscape with a field, trees, and a cloudy sky. To the right of the television is a stone fireplace mantel.

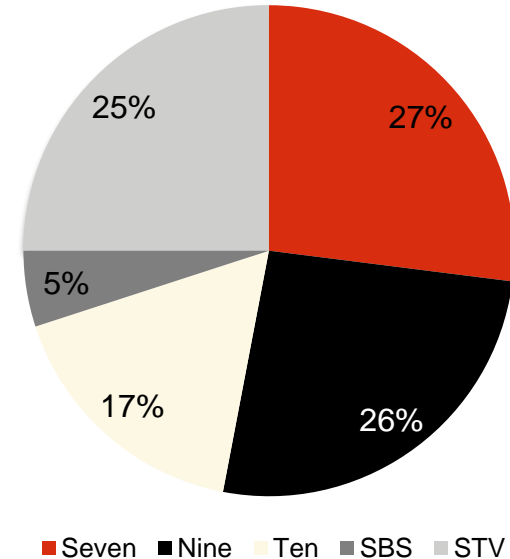
Market Overview & Buying Conditions

The campaign timing went to air at the end of the survey ratings period for the TV Networks – Quarter 4 of 2015.

Quarter 4 sees many high rating shows coming to the end with finales drawing in bigger audience numbers. It is also a period where the Retail category increases advertising spend and therefore demand for airtime is high.

Finale shows that went to air during Quarter 4 2015 were:
The Block (9), X Factor (7), The Bachelorette (10)

The share of the audience by network, as reflected in the chart, between the 3 major free to air networks were very close against People 18+, with only 1% between 7, 9 & 10. Seven taking the number 1 spot at 27% share.



Television Overview (Metro)

Market	Planned	Delivered	1+ Reach	3+ Reach
Metro			Goal: 70-75%	Goal: 45-50%
Sydney	895	931.9	79%	61%
Melbourne	695	939	81%	63%
Brisbane	880	893.9	77%	60%
Adelaide	695	903.8	84%	70%
Perth	880	989.4	79%	64%

- The campaign delivered outstanding reach results against both 1+ and 3+, exceeding planned levels.
- The above results are combined with subscription TV and include some Delete & Charge makeup (not all D&C was able to go to air during the campaign as outlined on the Delete & Charge slide)
- The over-deliveries were a result of efficient buying and securing top rating shows as outlined on the previous slide. Bonus was delivered which also contributed to these results.

Television Overview (Regional Aggregate)

Market	Planned	Delivered	1+ Reach	3+ Reach
Regional			Goal: 70-75%	Goal: 45-50%
Nthn NSW	895	1,231.30	72%	59%
Sthn NSW	880	1,402.60	83%	68%
Victoria	695	1,242.80	84%	72%
Queensland	880	1,242.80	83%	68%
Tasmania	665	1,316.10	85%	72%

- The campaign performed well above all expectations.
- The combined reach with the subscription television, delivered outstanding results, Northern NSW reached the 1+ Reach goal and exceeded the 3+ Reach goal. The remaining markets thoroughly exceeded both the 1+ and 3+ Reach goals.
- The exceptional performance was a combination of efficient buying and extremely generous amounts of bonus provided by the networks.
- Regional Solus markets also delivered higher than planned TARPs results.

Television Summary

Activity Dates:	W/c 18 th & 25 th October, W/c 8 th , 15 th & 22 nd November, W/c 6 th & 13 th December
Markets:	National
Buying Demographic:	People 18+
Planned Spend:	\$4,593,625.50
Actual Spend:	\$4,470,611.00
Added Value:	\$395,455
Delete & Charge value remaining:	\$346,115

- **14,579,000** P18+ saw one of the Television commercials at least once
- **11,635,000** P18+ saw one of the Television commercials at least 3 times

Radio



Radio Summary

Activity Dates:	W/c 13 th September to 11 th October, W/c 8 th & 15 th November
Buying Demographic:	People 18+
Planned Spend:	\$1,943,772.10
Actual Spend:	\$1,942,414.10
Added Value:	\$855,745.46

Market	1+ Reach	3+ Reach
Metro	Goal: 65%	Goal: 43%
Sydney	78%	69%
Melbourne	82%	73%
Brisbane	72%	62%
Adelaide	76%	66%
Perth	64%	53%

- 14,321,366 P18+ heard the radio commercials. On average the radio commercials were heard 16.4 times.
- All booked spots aired as planned, bonus spots were provided with the radio campaign receiving a total of \$855,745.56 in added value.
- The planned 1+ and 3+ reach goals were achieved or exceeded in all metropolitan markets

Newspapers

Newspapers Summary

Activity Dates:	W/c 4 th , 11 th & 18 th October, W/c 6 th December
Buying Demographic:	People 18+
Planned Spend:	\$718,888.77
Actual Spend:	\$708,686.65
Added Value:	\$130,355.44

- The newspaper ads in the major newspaper titles (excluding regional and community titles) were seen by 6,297,000 P18+
- The estimated reach goals (Metro only) of 1+ 51%, 3+ 28% was achieved.
- A make good which appeared in the Herald Sun due to creative appearing after our contracted EGN positioning added \$16,397.64 of Australian Government rated value as well as \$4,919.29 of waived premium positioning loading for prior page 15 positioning

Magazines

Magazines Summary

Activity Dates:	W/c 1 st November
Buying Demographic:	Small to Medium Enterprises
Planned Spend:	\$14,204
Actual Spend:	\$14,204
Added Value:	\$6,000

- Full page ads were booked in titles targeting Small to Medium Enterprises – In The Black and NETT.
- The ad was booked as run of mag, but Dentsu Mitchell were able to achieve an upgrade to first right hand page advert (page 5). The Value of this upgrade was \$6000.

Out of Home



Out Of Home Summary

Pump TV petrol bowser and Ooh! Shopping Centre Shopalites advertising.

Activity Dates:	W/c 18 th October to W/c 8 th November (Bonus ran until W/c 22 nd November)
Buying Demographic:	P18+
Planned Spend:	\$832,000
Actual Spend:	\$832,000
Added Value:	\$377,280

- 12,311,000 P18+ were exposed to the out of home advertising. People 18+ saw the out of home ads 11.7 times
- Both Pump TV and Ooh! Shopalites provided additional activity to the campaign to the value of \$377,280.

Digital

Steps: | www.

Digital Summary

Activity Dates:	W/c 20 th September to W/c 20 th December
Buying Demographic:	P18+
Planned Spend:	\$2,554,978.00
Actual Spend:	\$2,502,222.38

Activity ran across Digital Display, Mobile, Online TV, Search, Social, Indigenous digital and CALD digital.

- Overall the campaign delivered over 119 million impressions and over 281 thousand clicks from the 20th of September until the 24th of December 2015
- An excellent click through rate of 0.23% was achieved overall, which is above the government benchmark of 0.09%.
- The display activity accounted for 63% of the impressions delivered but the mobile activity drove the majority of clicks with more than 127 thousand clicks which represents 45% of the overall clicks of the campaign
- The overall CPM achieved was \$13.69 and the CPC was very low at \$5.83

Digital Summary

Activity Dates:

W/c 20th September to W/c 20th December

Buying Demographic:

P18+

Digital Channel	Impressions	Clicks	CTR	Media Spend
Display	75,362,197	89,769	0.12%	\$1,110,922.00
Mobile	27,738,306	127,093	0.46%	\$223,350.00
Online Video	4,543,721	56,226	1.24%	\$261,206.02
CALD Digital	10,190,000	6,386	0.06%	\$59,992.61
Indigenous Digital	2,151,922	2,411	0.11%	\$26,999.67
Search	1,504,797	24,634	1.64%	\$191,900.24
Social	35,486,347	268,094	0.76%	\$627,851.84
Total	156,977,290	574,613	0.37%	\$2,502,222.38

- Amnet was the most effective network for the Display activity delivering the largest number of impressions, Inmobi delivered 36% of the mobile impressions and 46% of the clicks and was the most effective publisher.
- MCN and Boom Video performed the strongest for Online Video. Boom Video only had a small number of impressions but a CTR of 10.93%.
- Mobile accounted for 77% of impressions served and 91% of clicks for the Indigenous audience
- The Mandarin targeted audience performed the best in terms of reach with more than 3 million impressions delivered, however Cantonese audiences were more engaged with the campaign message as indicated by the higher click through rate of 0.09%.

Search Summary

Activity Dates:

W/c 20th September to W/c 20th December

Buying Demographic:

P18+

Search	Impressions	Clicks	CTR	Media Spend	Avg. Position
Google	1,395,675	22,612	1.62%	\$148,969.08	1.2
Bing	109,122	2,022	1.85%	\$4,104.60	2.0
Total	1,504,797	24,634	0.23%	\$153,073.68	

- While Bing had a smaller audience but there were slightly more engaged than Google users.
- Keywords themed around "import" and "export" delivered the highest amount of traffic and brand keywords played a significant role in delivering traffic from Google.
- The top performing keyword on Bing was “China – Australia free trade agreement” delivering 12% of total clicks indicating that the target audience showed high interest in “China” related targeting.

Social

https://www

Overview - Facebook

Metrics	Totals
Impressions	30,059,350
Reach	5,246,854
Post Engagements	3,431,531
Video Views	3,328,089
Amount Spent	\$395,865.26
Clicks (all)	250,581
Page Likes	4,048
Post Likes	22,975
Post Comments	8,697
Post Shares	3,308

- Over the campaign period Facebook newsfeed promoted posts were used through a combination of Video and Link Post formats to drive both awareness and website traffic.
- The Facebook activity was able to achieve excellent results, with over **3.2 million video views** and over **3.4 million Post Engagements**
- In addition to generating these high levels of interaction with promoted content, the Facebook activity was also able to generate **3,308 post shares** resulting in additional conversation around the key messaging of the campaign.

Overview - Twitter

Metrics	Totals
Impressions	4,693,326
Clicks	14,204
Amount Spent	\$191,986.58
Engagements	36,052
Engagement Rate	1.03%
Retweets	883
Video Views	459,550

- Over the campaign period a combination of Video and link card formats were used across the Twitter platform to drive both awareness and website traffic.
- During the campaign, video content was rolled out over 2 phases over the month of October and November.
- The Twitter activity was able to achieve over **4.6m Impressions** as well as **36,000 engagements**.

Overview - LinkedIn

Metrics	Totals
Impressions	733,671
Post Engagements	4,643
Amount Spent	\$40,000
Clicks (all)	3,309
Page Follows	503
Post Likes	431
Post Comments	69
Post Shares	48

Over the campaign period, LinkedIn newsfeed promoted posts were used through a combination of Video and Link Posts in order to drive conversations within the professional sphere.

With over **700,000 impressions** and over **4,000 post Engagements**, the LinkedIn activity was able to achieve fantastic results.

The LinkedIn activity was also able to generate over **3,000 unique clicks** which resulted in additional interaction around the key messaging of the campaign by driving website traffic.

Social Summary

Facebook, Twitter and Linked In social activity.

Activity Dates:

W/c 18th October to W/c 8th November (Bonus ran until W/c 22nd November)

Buying Demographic:

P18+ and Small to Medium Enterprises

Social	Reach	Video Views	Post Comments	Clicks	Post Shares	CTR	Media Spend
Facebook	30,059,350	3,328,089	3,431,531	250,581	3,308	0.83%	\$395,865.26
Twitter	4,693,326	459,550		14,204	883	0.30%	\$191,986.58
LinkedIn	733,671		69	3,309	25	0.45%	\$40,000.00
Total	35,486,347	3,787,639	3,431,600	268,094	4,216	0.76%	\$627,851.84

- 36% of Australian Facebook users reached
- 883 retweets by Twitter users
- Linked In used to target Small to Medium Enterprises

CALD Media



CALD Media Investment Summary

Added value is generated through premium positioning at no charge and unpaid bonus spots. All Advertising appeared as booked.

	Spend	Added Value	% Added Value
Print	\$64,354.62	\$13,776.11	21.4%
Radio	\$53,002.00	\$7,562.00	14.28%
TOTAL	\$117,356.62	\$21,338.11	18.18%

Indigenous Media

The image features three Indigenous Australians from behind, their backs adorned with white handprints. They are wearing red scarves around their necks. The entire scene is overlaid with a semi-transparent red filter. The background is a blurred crowd of people.

Indigenous Media Investment Summary

Added value is generated through premium positioning or bonus spots appearing at no charge. All advertising as booked.

	Spend	Added Value	% Added Value
Print	\$22,083.20	\$3,181.38	15%
Radio	\$85,200.00	\$16,655.00	20%
TOTAL	\$107,283.20	\$19,836.38	18.5%

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AUSTRALIA ADVANCED MANUFACTURING NARRATIVE & STRATEGY

20 JULY 2015



Australian Government

Austrade



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TABLE OF CONTENTS

Global Context and Opportunities for Australia	P.3
Australian Comparative Advantage	P.4
Austrade's strategy and role	
Sectoral areas of focus	P.6
Priorities for 2015/16	P.7
ATTACHMENT A	
Austrade's auto transition assistance strategy	P.8
Australian Automotive transition case studies	P.11
ATTACHMENT B	
Austrade's advanced manufacturing focus within global trade themes	P.14

DRAFT

Global Context and Opportunities for Australia:

The globalisation of manufacturing combined with the rise of a new middle class in emerging nations such as China and India are creating enormous market opportunities for Australian manufacturers.

The need to house increasingly urbanised populations in a sustainable fashion will create demand for products and technologies that enable greener buildings and infrastructure. The rise in global urbanisation is accompanied by an increased demand for greener mobility and transportation solutions, which again will be underpinned by innovative, cleaner, greener products, equipment and systems. The rise of airline travel for business and tourism in emerging markets is also creating new opportunities in the aviation industry.

As many natural resources approach their peak in terms of availability at reasonable cost, competition for materials will put pressure on manufacturers to make the best use of available resources and to respond by improving the efficiency and cost of production.

Over the past few decades, digital computing, communications and the information and communication technology revolution have had a profound impact across manufacturing industries. This has necessitated a shift towards more agile, just-in-time processing, high-performance manufacturing and accelerated introduction of new products. As we head towards 2020, the convergence of nano-technology, biotechnology, cognitive and neuroscience with information and communication technology is expected to cause similar disruptive changes.

The growth of Global Value Chains

A 2013 OECD study reported that over 70% of world trade is thought to be structured within multi-national corporation (MNC) global value chains. Australia is currently in the bottom half of the OECD in relation to the participation of its firms into global value chains (GVCs) in many industries.

In MNC GVCs the different stages of the production process are located across different countries (click [here](#) to view an example of the Nutella GVC). Globalisation motivates companies to restructure their operations internationally through outsourcing and offshoring of activities. Firms try to optimise their production processes by locating the various stages across different sites according to the most optimal location factors across countries. The past decades have witnessed a strong trend towards the international dispersion of value chain activities such as design, production, marketing, distribution, etc. (OECD 2013).

The increasing globalisation of manufacturing and services evidenced by the rise of fully integrated, efficient global value chains has led to the movement south of many manufacturing and procurement functions into countries such as Mexico, Asia and ASEAN to be nearer the emerging customer base.

The growth of these global value chains presents opportunities as well as challenges for Australian manufacturers.

Whilst Australia will continue to struggle to compete against lower cost overseas entrants in the area of low value add manufacturing, the unbundling of manufacturing provides real opportunities to capture market share in more specialised, high value add manufacturing. This is particularly the case as MNC supply chain decision making and production nodes move south to be nearer the emerging customer base. The significant number of small and medium sized enterprises in Australia means some of the biggest

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opportunities for Australian business growth will come from supplying large multinational companies' global value chains.

Successful advanced manufacturing companies are increasingly defined by their ability to draw together the skills of a multi-disciplinary team, using technologies to capture customer's needs and transform them into products and related services. The market niches in which they may compete typically have low volumes, and require quick response, cost and value competitiveness and after-sales support. Sustainable success requires commitment to understanding the nuances of the markets in which they operate and converting this into a globally competitive solutions to customers.

Australian Comparative Advantage:

The global context, combined with Australia's strong reputation for innovation (evidenced by our development of such inventions as the first solar hot water heater, the bionic ear, the 'black box' flight recorder, WiFi internet and the technology behind Google Maps), a highly educated workforce, urbanised and digitally connected means that Australia is well-placed to take advantage of global opportunities across the advanced manufacturing spectrum.

Selling solutions rather than products - the blurring between manufacturing and services

A recent study of Australian manufacturers revealed almost three quarters were incorporating services in their product offerings to customers. Australia's typically low volume, high value manufacturers are bundling products and services to sell solutions, rather than simply tangible products. Those services may be explicit (such as pre and after sales service) or, better still, embedded in the solution (such as, design or re-engineering). Whilst adding services to products may require some innovative thinking, it is inherently less risky to develop new services than new products. New product development typically requires expensive re-tooling and investment in expensive or untried technologies. New service development can often avoid these costs.

Anecdotal feedback from both Australian suppliers and their customers across multiple industries and markets suggests that Australian and Australian-based companies that are globally competitive and well established in global value and supply chains are usually better at providing holistic solutions to their customers than most international competitors.

Supporting this assertion, an OECD Skills Outlook report in 2013 found that Australia performs strongly on complex problem solving measures, rated second in the world and ahead of Japan, Germany, the UK, the USA and South Korea. Australia has a highly educated workforce that is also highly urbanised with significant levels of digital connectivity, which is a significant asset given increasing digitalisation of the world economy.

In fact, Australian education and training services represent a significant value added contributor to meeting requirements from customers to reduce cost, increase efficiency, productivity and safety of OEM equipment, with an increasing component delivered via digital formats and platforms.

However, the window of opportunity for Australian value added services to entrench themselves in GVCs throughout Asia's high-growth economies and beyond will not remain open forever. As Asian service providers increase their local capacity, and competition from other developed economies intensifies, Australia should do all it can to engender greater services GVC participation now, or face even greater challenges in the future.

New Business Models and Innovation

Perhaps due to the historical tyranny of distance and relatively high labour costs, a competitive advantage of many Australian firms appears to be in their ability to use their highly skilled labour to package and provide new business models based upon cost effective technology platform or OEM agnostic solutions for their customers in multiple industries and markets.

This is particularly important and attractive in developing markets where many Governments and customers do not want to be locked into OEM specific solutions as offered by many of Australia's large MNC competitors.

The application of disruptive technologies

Australian firms have demonstrated a competitive advantage in redesigning existing packages of work including through the introduction of new materials or disruptive technologies to reduce cost and increase efficiency with application in multiple sectors.

Australia is already engaged in world leading research and innovation in each of the 12 "disruptive technologies" identified by McKinsey Global Institute as likely game changers between now and 2025.

These include *mobile internet, automation of knowledge work, internet of things, cloud, advanced robotics, autonomous vehicles, next generation genomics, energy storage, 3D printing, advanced materials, advanced oil and gas exploration and recovery, renewable energy.*

For example, Australian R&D institutions and companies undertake world-class research and innovation in aluminium, magnesium, and titanium alloys. Such expertise allows the production of lightweight and strong metal housings for various forms of transport, particularly the use of aluminium alloys, which are cheaper and more stable than the other types.

Additive manufacturing is another disruptive, but potentially beneficial trend being adopted in Australia that could reshape elements of manufacturing. A good example is that of Anatomics, a manufacturer of custom made complex medical device implants using 3D technology. In partnership with CSIRO and St Vincent Hospital Melbourne, the company has developed the world's first titanium based heel implant.

Australia is also well positioned to exploit the rapid global uptake of sensors and big data to monitor and drive efficiencies within manufacturing process, environments and supply chains if we can better migrate our world leading strengths from mining in relation to the former and from financial services and defence in the latter into advanced manufacturing technologies.

Australia also possesses excellence in robotics and automation applications, particularly in the mining sector (e.g. Rio Tinto's Mine of the Future project under which a fleet of autonomous vehicles transports iron ore in the Pilbara) as well as aerospace and Medtech, which is increasingly essential to the future development and productivity of advanced manufacturing processes and systems including in –field operations.

Proximity to customers

The movement south of many manufacturing and procurement functions into Asia and ASEAN offers significant opportunity for Australia. Both by partnering in global supply chains through regional procurement and production nodes and by meeting demands from their growing middle classes for high value-add products, Australian manufacturers can capitalise on the rapidly emerging growth economies such as China, India and ASEAN.

If Southeast Asia does replace China as the world's leading manufacturing centre as a result of the region's plan to establish a unified market by the end of 2015 (ANZ Bank report April 2015), then Australian advanced manufacturing know how is particularly well positioned (see **Attachment A** for examples in the automotive industry) .

Austrade's strategy and role:

Sectoral areas of focus

In its' January 2015 report, "where to look for global growth – *productivity gains could make a difference in an aging world*" McKinsey Global Institute stated that the biggest opportunities for companies to accelerate productivity over the next 10 years are to be found in the emerging economies and in the following sectors (through transferring advanced economies comparative advantages into supply chains in emerging countries):

1. Automotive
2. Agribusiness
3. Food Processing
4. Retail
5. Healthcare

Deloitte in 2013 and Mckinsey Australia in 2014 identified broadly similar areas of Australian comparative advantage in relation to likely global demand. The former identified *Gas, Agribusiness, Tourism, International education and wealth management* in addition to mining. McKinsey Australia similarly identified *Agriculture, mining & extraction, tourism, international education* in addition to latent potential for *food & beverage manufacturing*.

If we overlay McKinsey Global Institutes' evaluation of manufacturing sectors on their cost composition, innovation and tradability, it enables us to identify five distinct global groups by order of percentage of global manufacturing value added in relation to these areas of sectoral opportunity:

1. **Global Innovation for local markets (34%):** competition based on innovation and quality, high R&D intensity, characterised by regional assembly and production moving south into Mexico, Asia and ASEAN (*Chemicals and Pharmaceuticals, transport equipment including automotive, aerospace and rail*).
2. **Regional processing (28%):** Highly complex and costly logistics, freshness requirements and local tastes drive proximity need, relatively automated (*food and beverages, fabricated metals*)
3. **Energy / Resource intensive commodities (22%):** Provides commodity type inputs to other sectors; low tradability (*Basic metals, Minerals based products, coke and nuclear products*)
4. **Global technologies / innovators (9%):** competition based upon R&D and cutting edge technology with high R&D intensity (*medical, precision and optical equipment; semi-conductors and electronics*)

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5. **Labour intensive tradeables (7%):** high labour intensity, high exposure to price competition, globally traded (*textiles, apparel, leather, etc.*)

Following analysis of the above likely areas of high value sectoral demand in addition to Australia's identified areas of comparative advantage, it is suggested that Austrade's advanced manufacturing strategy focuses on the following areas (Further detail in **Attachment B**):

1. **Transport** (automotive, aerospace, rail and marine)
2. **Food, Beverage and Agribusiness** (F&B processing, Agri chemicals and technologies)
3. **Resources & Energy** (METS, oil & gas)
4. **Health & Medical** (Pharmaceuticals and medical devices)

Austrade's trade strategies are focused on the major areas of projected global demand and growth aligned with those areas of Australia's comparative advantage.

The strategy is three-pronged, assisting Australian companies to:

- (i) identify new GVC opportunities through customer access programmes;
- (ii) identify new overseas markets; and,
- (iii) transition into new sectors as advanced manufacturing is a "horizontal" enabling technology or process that cuts across our vertical sectors of focus.

Austrade will pursue this strategy through customer access programs. That is, by targeting and then working with major Multi-National Corporation (MNC) customers to diagnose and prioritise particular gaps or needs in relation to their value chains and then employing a Team Australia approach to identify and position best-in-class Australian solutions.

Priorities for 2015/16

- The upcoming Ministerial visit to Western Europe in July 2015 will provide a unique opportunity to capitalise on this initiative with the Minister taking a small, focussed business delegation comprising Australia's best advanced manufactures including a special focus on medical technology.
- We are hoping that an outcome of this visit will to invite some of the large German multi-nationals to Australia to meet additional Australian companies through a dedicated Trade Fair/business matching event which could then be replicated with other countries with a particular focus upon alignment with FTA promotion.
- Building 'Team Australia' – That is, further developing greater knowledge around Australian capabilities vis a vis the PRETSS framework (Policy and Research in addition to better mapping of the education, training, services and skills intersection with advanced manufacturing
- Expansion of Austrade led Customer Access Programmes – We will work with the AAMC to build upon our existing programmes including identifying and targeting key MNC customers in Food, Beverage and Agribusiness as well as Health & Medical sectors.
- Identify key hub events in Australia and offshore (both delivered and or supported by Austrade) to facilitate the introduction of Australian advanced manufacturing capabilities to major MNC customers as well as deliver on the benefits of negotiated FTAs.

Austrade's auto transition assistance strategy

1. Over the last six years Austrade has responded to the changing global automotive market with a three-pronged strategy to assist Australian automotive suppliers to
 - (i) identify new auto OEM opportunities;
 - (ii) identify new overseas markets; and,
 - (iii) transition into new sectors.
2. Our strategies are focused on the major areas of projected global demand and growth aligned with those areas of Australia's comparative advantage.
3. In the automotive sector, the evolution of the Asian OEM supply chain and Asia's emerging middle class has led to a focus upon Australia's comparative advantage in re-engineering and optimising the manufacturing process, project planning and project management, research and development, and automotive aftermarket products.

Auto Components: OEM GVC access strategy: New OEMs, new Markets, new Sectors

4. Since 2009, Austrade has focussed on assisting auto components manufacturers' transition into evolving Asian auto OEM supply chains and identified initial significant opportunities to assist the integration of Australian auto components suppliers into ASEAN automotive value chains, by direct export, in-market joint venture or direct investment.

Auto Aftermarket

5. The automotive aftermarket manufacturing sub-sector represents 36% of automotive manufacturing in Australia and continues to show strong year-on-year growth.
6. Austrade will focus on promoting this sector as suppliers move up the value chain from service/replacement parts to high value specialty products with a technological advantage.
7. The automotive aftermarket sector is not dependent upon local vehicle assembly and the aftermarket segment remains stable and profitable. Over 150 aftermarket companies are actively exporting to a total value of approximately \$800m per annum. Growth in this sector offers significant potential, with some aftermarket companies already global – ARB, Pedders, TJM.
8. Sector capacity includes design, research and development, manufacturing, logistics and distribution, business development, marketing and export development.
9. Australian Aftermarket suppliers are flexible and can quickly innovate, develop and quickly market new products to meet market trends and demand.

Austrade's auto transition assistance: New OEMs, New Markets

1. Austrade's Automotive Supply Chains Market Initiative targets opportunities in the aftermarket sector and with major OEMs in Thailand, Malaysia, Mexico, India and Indonesia. Focusing on new vehicle programs and their key Tier 1 suppliers to create

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procurement and partnership/joint venture opportunities over the next 12-24 months.

2. Austrade has provided market insights and arranged specific OEM automotive missions to Thailand (2013), Indonesia (2012, 2014), Malaysia (2013, 2014) and India (2011, 2013) and facilitated business meetings with offshore OEMs like Ford, General Motors, Toyota, Mahindra, Tata and Tesla. In all these missions, Austrade collaborated with Australia's Automotive Envoy programme, peak industry associations and state governments.

ASEAN

3. The most significant assistance to the components sector is Austrade's ASEAN Auto strategy with the objective of assisting auto components suppliers into ASEAN automotive value chains, by direct export, in-market j/v or direct investment.
 - I. For example, organisations such as MHG Plastics, Futuris Automotive, Bolwell, Air International Thermal Systems and Gibbens Industries, entered Thailand to seize the growth market opportunities, supported by their global/Australian OEM customers (Ford, GMHolden and Toyota) and to strategically use Thailand as a regional supply hub for ASEAN markets.
 - II. Austrade has been instrumental in alerting the local supplier base to ASEAN opportunities, particularly in Thailand. There are now 25 Australian components suppliers with substantial premises in Thailand.

Malaysia

5. In Malaysia the focus has been on collaborations between Australian and Malaysia automotive companies in areas such as clean vehicle technology, lightweight materials, plastic injection mould design optimisation and brake testing. This has resulted in 19 collaborations to date, on the back of a formal technical cooperation agreement between AutoCRC and the Malaysian Automotive Institute, which arose out of the Malaysia Australia Free Trade Agreement.
6. We facilitated a mission by Composites Australia to Malaysia in 2014 to meet with key automotive players, in preparation for a mission of 10-20 Australian composites companies to Malaysia in June 2015 to explore opportunities in automotive, infrastructure and oil and gas.

Indonesia

7. Indonesia's automobile manufacturing sector has grown by over 20 per cent per year since 2006. The sector is domestically focused and its growth has mirrored a similar increase in domestic demand.
8. Regulatory uncertainty and infrastructure bottlenecks are the main impediments to doing business in Indonesia, but there are still opportunities for Australian suppliers, particularly in niche areas of the aftermarket competitive advantage such as off-road suspension, roof racks and engine cooling systems.

Mexico

11. Mexico is the fourth largest exporter of automotive vehicles in the world and a rising GVC hub for advanced manufacturing. The automotive sector in particular continues to grow rapidly as a result of sustained, significant investment from the major OEMs. We are supporting both components manufacturers and aftermarket suppliers to access opportunities.
12. Austrade is raising awareness of opportunities in Mexico with key stakeholders such as the Australian Automotive Aftermarket Association (AAAA) by presenting at their aftermarket expo. AAAA is planning their first outward mission to Mexico in November 2015 with Austrade support.

India

13. Austrade recently commissioned KPMG to write a report on Automotive R&D Opportunities in India. The report highlights the opportunities for Australian technology and research organisations in the market in areas such as safety, electronics and light weighting. The automotive sector accounts for 22 per cent of the nation's manufacturing GDP and is forecast this year to become the world's fourth-largest by volume, positioning India as a major automobile manufacturing hub.

Austrade's transition assistance: New sectors

14. Austrade is actively assisting many automotive suppliers that have successfully transitioned to the aerospace, rail, oil and gas and mining equipment sectors. Organisations such as Ferra Engineering, Broens industries, Hofmann Engineering, Marand and Groundmaster Engineering have transitioned to the aerospace sector and continue to receive assistance in market and through Austrade's Global Value Chain Access initiatives in countries such as Singapore, India, Poland and Brazil.
15. Austrade continues to target and promote opportunities for relevant automotive suppliers through its market initiatives in the Aerospace, Rail and Resources sectors.

Australian Automotive transition case studies

Case Study 1: Maintenance – Groundmaster Engineering

Groundmaster Engineering formerly known as Wihelmsen Manufacturing transitioned away from automotive into the aerospace sector. Utilising their company's innovation and engineering solutions, they developed the Groundmaster for use during aircraft maintenance repair and overhaul (MRO).

The Groundmaster is a wheel and brake maintenance system that enables airlines, maintenance organisations and engineers a safer and more efficient way of changing aircraft wheels. As a result of the Groundmaster, Australian airlines such as Virgin Australia are now seeing improvements in their MRO process. The Groundmaster utilises only one team member to change a wheel as opposed to numerous engineers, virtually eliminating all manual handling of large wheels.

Two other major airlines in Australia, Jetstar Airways and Qantas Airways domestic, have expressed interest in utilising this system in order to provide a safer working environment for their engineering staff. The system reduces the costs affiliated with staffing resources that are usually required during aircraft wheel changes.

The Groundmaster will assist International Airlines and maintenance organisations to save costs, time and allows for a safer and more efficient work environment.



Case Study 2 - MtM Pty Ltd

The Company

MtM is an automotive components manufacturer based in Victoria with 100 employees and a turnover of AUD\$25 million. The company designs and manufactures niche, high value added components for developed markets. Its product range includes gearshift assemblies, door checks, door handles and interior plastic assemblies.

Established in 1965, MtM began as a tooling supplier but quickly expanded into manufacturing and component design, specialising in complex value added automotive and non-automotive components.

The Challenge and the Opportunity

Understanding that growth would be limited in Australia, export markets were investigated in the 1990s and were successfully developed from Australia to the US.

China was identified as a growth target and, with help from the Victorian Government, MtM moved from an initial joint venture to a wholly owned company located in Shanghai, with the aim of serving both the local market as well as providing options for export manufacture, depending on currency movements and other considerations.

The next step was to join the Australian consortium of global automotive suppliers Autolink Australia, facilitated by Austrade. With this support, markets in Thailand, Malaysia and India were visited resulting in partnerships being formed in Malaysia and India for local supply.

In the following years, the markets in India, China and Thailand began to grow exponentially. While some growth has occurred in Australia, major growth opportunities have come from export areas.

MtM operations are now internationally integrated with design and manufacturing headquartered in Melbourne, supported by manufacturing facilities in China, warehousing facilities in the US and manufacturing partnerships in Malaysia and India. In addition to supplying to motor vehicle producers in Australia, MtM also exports to North America, South America, Thailand, China and South Africa.

Lessons Learnt and Looking Forward

MtM identified that global vehicle producers want design partners who are quick, innovative, reliable and responsive to change. It further determined that these companies expect high quality, cost competitive products and services delivered from a flexible and proactive business partner.

A key focus of MtM's product innovation has been on functionality and simplicity. Ease of assembly and minimisation of components have been key considerations.

In the next five years, the company aspires to increase its exports to around half of its total business, with a major focus on growth from customers in Asia. However the company has learnt to concentrate its efforts where export potential is greatest. In the long term, MtM hopes to replicate its China strategy in other parts of Asia, minimising reliance on local technology partners and increasing the integrity of the company's products and services.

Case Study 3 - Futuris Automotive Interiors (Australia) Pty Ltd

The Company

Futuris is a leading Australian automotive components manufacturer with annual sales of circa AUD\$400 million with 900 employees in Australia (250+ in technical roles). The company designs and manufactures automotive seating and interiors, providing innovative solutions for both mature and emerging automotive markets. From a design and engineering base in Port Melbourne, Futuris has rapidly expanded into China, Thailand, South Africa and North America, with further growth underway in all regions.

The Challenge and the Opportunity

Futuris is successfully diversifying its business through international growth in the automotive sector.

Futuris commenced its international growth strategy in 2005 when it undertook a comprehensive review of the China automotive sector in collaboration with Austrade. Through a willingness to share technical and management know-how in return for long term contracts to supply automotive seating, Futuris established a range of joint ventures in what has become the largest vehicle production market globally.

Export of innovation, design and development from Port Melbourne continues to be Futuris' competitive advantage and has led to further manufacturing contracts being awarded in China, Thailand, South Africa and North America.. Futuris' primary automotive customers include GM, Ford, Toyota, Chery, JAC and Tesla.

With the increasing global trend towards sourcing single global suppliers for supply into multiple regions, Futuris is implementing a strategy to deliver this required global scale and capability. Recently Futuris has also started to diversify into the cleantech, transport and infrastructure sectors in Australia, leveraging core strengths in automotive design and manufacturing.

Lessons Learnt and Looking Forward

Winning global supply contracts and establishing international businesses requires vision and strategic planning, as well as very significant investment in time and resource. Key to Futuris' success has been its heavy investment in R&D capabilities, a flexible and partnership based business model with new customers, competitive local manufacturing, strong leadership team and a well-considered strategic growth plan.

Futuris is capitalising on the company's close proximity to the largest growing automotive and manufacturing sectors in China, India and the ASEAN regions. Using highly skilled engineers the company is designing and developing systems around next generation electric vehicles for example with Tesla in the USA and others around the world. Futuris utilised Austrade representatives for market knowledge and relationship building to take advantage of market opportunities in these regions.

Austrade's advanced manufacturing focus within global trade themes

1. Transport (automotive, aerospace, rail and marine)

Automotive

Austrade will support the international growth of Australian automotive OEM and aftermarket suppliers by working as a Whole of Government, over the medium term, to identify pathways and opportunities for Australian suppliers to enter the global value chains of OEMs through their Tier1 suppliers and the aftermarket sector through key product distributors.

Austrade will focus upon Australia's comparative advantage in re-engineering and optimising the manufacturing process, through design-for-manufacture, project planning and project management, monitoring, reporting, auditing and evaluation, Research and Development as well as automotive aftermarket products.

- › *OEM* - Indonesia, Thailand, Malaysia, China, Mexico (niche suppliers)
- › *Aftermarket* - Indonesia, Thailand (AAAA has ABE grant to develop these markets) , Middle East, USA, Mexico (niche suppliers)
- › *R&D* – India, Thailand, China, Indonesia

Aerospace

Austrade will work with Whole of Government to identify pathways and opportunities for Australian defence / aerospace suppliers to enter the global value chains of major Aerospace OEMs and Primes, and transition to civil aviation applications and opportunities which are being driven by the emerging middle class in Asia.

Austrade will focus upon Australia's comparative advantage in re-engineering the manufacturing process, value-adding to reduce steps, cut manufacturing costs, an ability to manufacture short runs in a highly engineered, cost effective and productive manner; pilot training and maintenance, repair and overhaul (MRO)

- › *OEM* – Singapore, UK, USA, Japan, Korea, Brazil, Poland
- › *MRO* – Singapore, Hong Kong, Malaysia, Philippines, UAE
- › *Training & safety* – Vietnam, Malaysia, China, Indonesia, China

Rail

The rapidly growing need for worldwide connection of markets and people is being driven by a wide range of factors including the globalisation of manufacturing and services (requiring fully integrated, efficient global value chains), digitalisation, focus on sustainability as well as the world's growing urbanisation.

In connecting both markets and people, Australia's comparative advantage exists in the packaging of functioning, interconnected systems, which include niche equipment or components, relying on factors like speed, efficiency, cost-effectiveness, reliability, monitoring, coordination, safety, resilience and regulation rather than low cost vehicle manufacture.

In connecting markets, Australia has significant PRETSS capability in heavy haul rail, road, ports though the initial focus in relation to advanced manufacturing capabilities will be on rail and ports (e.g., Pit to Port rail, intermodal freight). In connecting people, Austrade's main focus will be on road safety equipment, Intelligent Transport Systems, Airports (design, systems and funding models) and passenger rail (primarily metro and light rail).

- › *OEM* – Singapore, UK, USA, Japan, Korea, Brazil, Poland
- › *MRO* – Singapore, Hong Kong, Malaysia, Philippines, UAE

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- › *Training & safety* – Vietnam, Malaysia, China, Indonesia, China

Marine

Austrade will work closely with the Australian marine industry and as a Whole of Government to enhance the sectors’:

- › Reputation for efficiency and innovation in ship/boat/ferry design and construction (in aluminium, steel and composites)
- › Ability to manufacture a range of quality marine equipment and accessories and
- › Capacity to provide technical marine expertise, training and education services.

Austrade’s focus will be directed to grow its market share in the recreational marine and commercial shipbuilding sectors. In recreational marine, markets in ASEAN and Europe demonstrate the most potential for Australian capability. In the commercial shipbuilding sector, our focus will be on gaining access to established value chains in Japan and S. Korea and emerging shipbuilding hubs like China and Taiwan.

- › *Commercial Shipbuilding* – Korea, Singapore, Indonesia
Recreational Shipbuilding – Europe, USA, China, Middle East, Turkey, Thailand, Malaysia, Korea, Singapore, Philippines, Brunei, Taiwan
Marinas, marine equipment & accessories – China, Middle East, Thailand, Malaysia, Korea, Singapore, Philippines, Brunei, Pacific Islands
- › *Technical training & education* – China, Thailand, Malaysia, Korea, Singapore, Philippines, Brunei, Pacific Islands

2. Food, Beverage and Agribusiness (F&B processing, agri chemicals and technologies)

In food and beverage manufacturing, Australia needs to create a scaled route to market. World food demand will increase 70 percent by 2050, and with the largest arable land per capita in the world, Australia is well positioned to play a significant role in filling it. Brand Australia is also powerful in bringing an assurance of quality and food safety; Australia ranks 8th out of 107 countries on food quality and safety.

To maximise the benefits of regional growth, Australian producers must not just maintain market share in more established food products, but grow by moving to higher value add production through food processing, the development of niche products, utilising scale and by identifying and accessing new and emerging markets, including supply chains.

As the national trade development agency, Austrade has a responsibility to help build Australia’s national credentials with customers and influencers, and our reputation and brand at national and industry level. This includes:

- Positioning Australia as a differentiated, aspirational source of food and beverages (complementing our bulk food supply strengths), rather than competing on price, including through our opportunity development.
- Telling the story of Australian food, and its links to our high-integrity production systems and clean environment.
- Addressing the industry’s current fragmented approach to international promotion, and driving more cohesive sector-wide approaches to promoting our strengths wherever possible.
- › *Dairy Equipment, Technology & Services (ETS)* - India, China, Pakistan and Sri Lanka, Vietnam, Brazil
- › *Beef and Livestock ETS* – China, Indonesia, Russia and Philippines
- › *Seafood Production ETS* – South Asia, Japan, Middle East

- › Bulk commodity Production, Storage and Handling ETS – India, Pakistan China, Korea

3. Resources & Energy (METS, oil & gas)

Austrade will focus on positioning Australian METS to deliver mining efficiency, productivity and safety solutions to foreign mining companies and influence both Governments and miners under pressure to improve mining practices, cost reduction, and capital allocation practices. Austrade will focus upon Australian strengths such as:

- Australian capability in mining safety equipment and safety-related services has been developed under the most stringent mining safety standards in the world.
 - Australian mining beneficiation and mineral processing equipment, technology and services are regarded as world class.
 - World competitive mine design, contract mining, drilling, geological and metallurgical services
 - Globally-leading mine management software
 - World's best-practice in mine environmental services and mine rehabilitation services and social licence to operate
 - Australia has extensive capability in education and training for the mining and resources sector, across all aspects of mining operations
 - High level R&D Investment/Expertise across public and private sectors.
- › *METS* - Southern Africa, Chile, Peru, Central Asia (Kazakhstan, Mongolia), East & Central Europe (Russia, Poland, Turkey), Indonesia, South Asia (India, Bangladesh, Sri-Lanka and Pakistan), Vietnam, Colombia, Brazil, Mexico, China, East & West Africa
 - › *Oil & Gas* – US, Singapore, Malaysia, Thailand, Myanmar, Indonesia, Brunei, Brazil, Colombia, Peru, Mexico, Africa, Middle East, Central Europe

4. Health & Medical (pharmaceuticals and medical devices)

Medical Devices

Deloitte's *Positioning for Prosperity Paper* outlined that health services is moving towards digital delivery and Australia – with its need to serve a small population over vast distances, track record in manufacturing medical devices, willingness to try new health care delivery models and sophisticated telecommunications infrastructure – is well placed to pioneer next-generation products and solutions.

The top Australian five medical technology exports were therapeutic respiration apparatus; appliances which are worn, carried, or implanted in the body to compensate for a defect or disability; instruments and appliances used in medical, surgical, dental or veterinary sciences; artificial parts of the body; and hearing aids. Australia has positive technological specialisation in medical devices and a revealed comparative advantage in terms of trade.

Austrade will focus upon assisting SMEs to be able to engage with major firms in supply chains, as this is the most typical path of entry for small firms into Global Value Chains.

Pharmaceuticals & Biotechnology

In 2013-14, medicinal and pharmaceutical products were Australia's largest export of elaborately transformed manufactures, with \$3.4 billion shipped abroad. The pharmaceutical industry is one of the leaders in business R&D, investing over \$500 million annually over the last four years. The industry is dominated by foreign-owned multinational corporations (MNCs), which are strongly linked to global supply chains. There are several Australian pharmaceutical companies such as IDT and CSL that have performed relatively well globally in recent years.

Austrade's focus will be on identifying pathways and opportunities for Australian biotechnology companies to enter the global value chains of MNC pharmaceuticals. In 2014, the Australian biotechnology industry moved up to 4th place in the world rankings, behind the US, Singapore

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and Denmark, up from 10th place in 2012. Recent indicators suggest that the 88 ASX-listed biotechnology companies are valued at more than \$51 billion.

Within the Australian context, this industry covers biotechnology research and development, biotechnology licensing, biotechnology product manufacturing and biotechnology product wholesaling. IBISWorld estimates that 62 per cent of the products produced in the biotechnology sector are human therapeutics and diagnostics, and that biotechnology research is a key player in the pharmaceutical manufacturing supply chain.

- › *Medical Devices* – USA, Canada, Western Europe, UK, Japan, Singapore, Hong Kong, China
- › *Pharmaceuticals* - China, ASEAN, South Africa, New Zealand,
- › *Biotechnology* – USA, Canada, Western Europe, Japan



Project Report

Tourist Accommodation Data Alternate Collection Method

February 2016

TABLE OF CONTENTS

Executive summary	3
1. Introduction	3
1.1 Purpose of Document	3
1.2 Background	3
2. The Data Environment	5
2.1 What is a Property Management System?	5
2.1.1 Cloud-based Systems	5
2.1.2 Premise-based Systems	6
2.2 PMS as a Data Source	6
2.2.1 Statistics New Zealand	7
2.2.2 Tourism and Events Queensland Automated Data Harvesting Project	7
3. Considerations for Viability	8
3.1 PMS Vendor Engagement	8
3.1.1 Barriers Identified by PMS Vendors	8
3.1.2 Coverage	8
3.2 Coverage of Required Data Items	9
3.3 Quality of Data	9
3.4 Potential for Expanded Scope	9
3.5 Other Possible Sources	10
3.5.1 V ³	10
3.5.2 STR Global	10
3.6 Assessment of Viability of a PMS Collection	11
4. Collection in an ABS Environment	11
4.1 Legislative Considerations	12
4.2 System Considerations	12
4.3 Options and Indicative Costings	12
4.3.1 Assumptions and Underlying Principles	12
4.3.2 Options	13
4.3.3 Indicative Costings By Financial Year	17

EXECUTIVE SUMMARY

National Tourist Accommodation data is an input into measuring the success of Australian and state and territory governments' tourism policies, as well as informing investment planning decisions. These data have traditionally been collected directly from accommodation establishments via the Survey of Tourist Accommodation (STA).

The STA has been undertaken by the ABS for many years, with the two most recent iterations of the collection being user funded by a consortium of Australian, state and territory governments.

This document presents the results of a proof of concept project investigating the viability of sourcing data for tourist accommodation statistics from Property Management Systems (PMSs) using automated electronic harvesting. The aim was to investigate whether this method of collection can replace the approach of collecting data directly from individual accommodation establishments. Austrade, through Tourism Research Australia, engaged the ABS to undertake this project.

The key findings from the proof of concept were:

- The nature of tourist accommodation is changing rapidly;
- The technological environment for tourist accommodation data is complex, with a mix of cloud based and premise based PMSs in use; and
- Ensuring consistent scope and coverage through an automated approach will prove challenging.

The conclusion from this proof of concept is that tourist accommodation statistics sourced exclusively through PMS vendors is not viable as a direct replacement for the STA at this point in time.

1. INTRODUCTION

1.1 PURPOSE OF DOCUMENT

The purpose of this document is to outline findings from an investigation into the viability of collecting tourist accommodation data through Property Management Systems (PMS). This work was funded by Austrade, and undertaken by the Australian Bureau of Statistics (ABS) in partnership with Austrade through Tourism Research Australia (TRA).

1.2 BACKGROUND

Tourist accommodation statistics are used as an input to measure the success of Australian and state and territory governments' tourism policies, and inform investment planning decisions. Tourist accommodation statistics also enable operators to adequately respond to market changes, and the data form a key determinant in defining the fair market price of an accommodation asset and whether trading conditions warrant investment.

Data on tourist accommodation are currently produced by the ABS using the Survey of Tourist Accommodation (STA) (Cat. no. 8635.0). The purpose of the STA is to measure activity in short-term commercial accommodation in Australia. It aims to provide reliable small area data on capacity, occupancy and takings for limited accommodation types.

Accommodation in scope for the STA includes:

- hotels and resorts with 15 or more rooms;
- motels, private hotels and guest houses with 15 or more rooms; and
- serviced apartments, with servicing available daily, with 15 or more units.

The STA does not include establishments such as caravan parks, bed and breakfasts or establishments with fewer than 15 rooms.

A number of changes have occurred in recent years in relation to funding arrangements and the frequency of data collection. In 2013 the STA moved from collection and output on a quarterly to an annual basis. In 2014 the ABS ceased funding the collection as part of changes to the work program to meet core statistical needs. Since this time, the annual STA has been conducted on a fully user-funded basis for the 2013/14 and 2014/15 financial years. There is no ongoing commitment to undertake a fully user-funded STA.

TRA has consulted extensively with a wide range of stakeholders and data users to clarify data needs and requirements. In June and July 2015, TRA held five workshops with state and territory government stakeholders, industry associations and major investment brokerage firms. In addition, as part of the consultation process, TRA has undertaken information gathering exercises, as well as multiple face-to-face meetings and teleconferences with stakeholders. In total, TRA has consulted with stakeholders from across 28 organisations.

This process enabled TRA to develop a set of options for a future accommodation data collection, and a set of key design principles that a future collection must satisfy. The process further confirmed that the majority of those consulted preferred a government solution driven by the ABS – mainly due to the ABS being able to ensure a valid sample size could be maintained; provide confidence to data users that the data are reliable, robust and unbiased; and that small area geographic coverage could be guaranteed.

The nature of tourist accommodation is changing rapidly, with emergence and growth of a number of accommodation types such as non-serviced apartments and small scale boutique accommodation, as well as accommodation options through the emerging shared economy, such as those offered through Airbnb. These types of accommodation fall outside the scope of the STA.

The cost of expanding the current STA to respond to changes in the industry is prohibitive, resulting in the STA as it stands being unsustainable as a source of tourist accommodation data into the future. The method of directly collecting tourist accommodation data from individual establishments is also less than optimum in light of the advances in technology for operating tourist accommodation.

In August 2015, Austrade engaged the ABS to help identify a more sustainable model for producing tourist accommodation statistics. The ABS and TRA partnered to undertake a Proof of Concept project to determine the viability of producing statistics from automated collection of data through Property Management Systems (PMSs).

If proven viable, it was hoped that this approach could:

- reduce the cost of collecting data in the medium term;
- reduce reporting burden for accommodation operators; and
- increase the potential for expanding the scope of data collection and increasing reporting frequency in the future.

A Working Group was formed to oversee the progress of the project and to work through issues in a collaborative manner. Membership of the Working Group comprised project team members from the ABS and TRA, as well as state and territory representatives from the Tourism Research Committee (TRC). State and territory members were selected based on representation of smaller states, larger states and experience with undertaking machine-to-machine data collections.

The Working Group met monthly to discuss progress and emerging issues, ensuring that input from all stakeholders was maintained throughout the project. State and territory members of the Working Group also coordinated the completion of a 'roadmap' from each jurisdiction which articulated the short and medium term requirements for tourist accommodation data.

This document outlines the findings of this proof of concept investigation and also presents options and costings if the ABS were engaged to collect tourist accommodation into the future.

2. THE DATA ENVIRONMENT

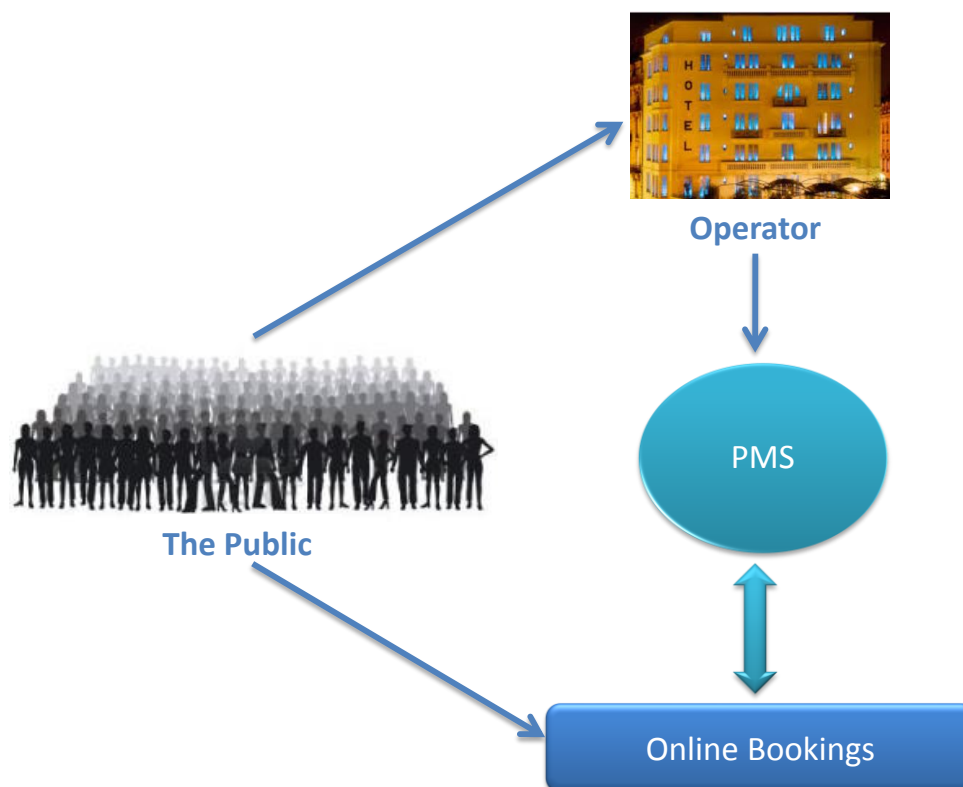
2.1 WHAT IS A PROPERTY MANAGEMENT SYSTEM?

A Property Management System (PMS) is a software application used in accommodation to coordinate the operational functions of front office, sales and planning. It streamlines recording reservations, check-ins and check-outs and will keep track of room availability. These systems may also communicate in real time with online booking systems and other distribution channels to inform prices, room availability and to record any reservations, cancellations or changes made through these channels.

A PMS may also have other modules or functionality tailored to the activity of the business, such as modules for food and beverage costings, point of sale, yield management and various other activities.

Figure 1 below shows an example of the flow of data into and out of a PMS.

Figure 1. An example of data flows relating to Property Management Systems



PMSs operate in two main paradigms: cloud-based or premise-based. Each operates differently, with different complexities in relation to automated transfer of data for statistical purposes.

2.1.1 CLOUD-BASED SYSTEMS

Cloud-based PMSs are held in the 'cloud' - on servers remote to the client. Clients access the software through an internet browser or a locally installed interface. The data entered into the system is also held in the cloud. The software vendor manages the software and data centrally.

It is estimated that operators using this type of PMS represent no more than 50% of all operators in Australia. These systems are likely to be used by smaller scale operators as cloud based systems do not require operators to procure and maintain expensive infrastructure.

As a data source, cloud-based PMSs allow for data relating to multiple accommodation operators to be easily extracted from a single system.

2.1.2 PREMISE-BASED SYSTEMS

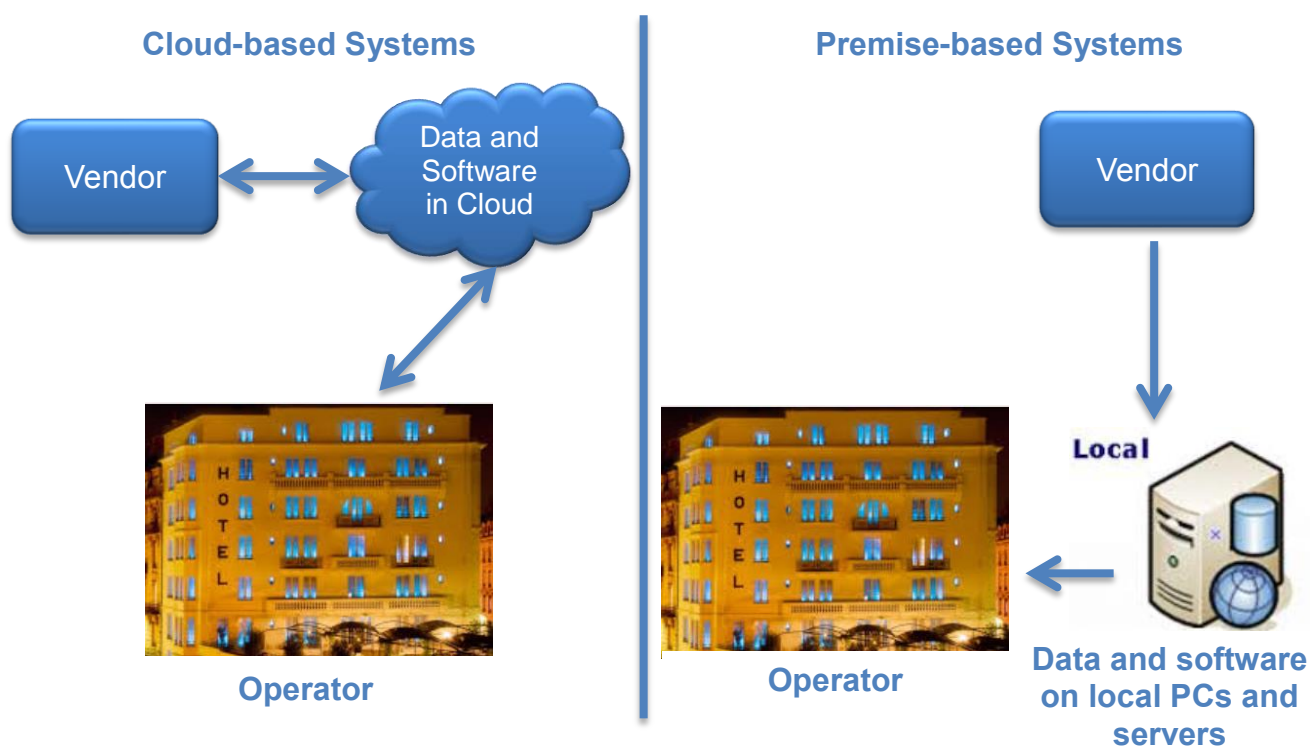
In premise-based systems, software and data are held on site by the operator on local servers, either in a single establishment or connected through the intranet of an accommodation chain or group. These systems are generally used by larger-scale operators or groups, as the infrastructure required increases the cost of the product.

Estimates from PMS vendors themselves indicate that up to 80% of accommodation operators in Australia utilise premise-based PMSs. Oracle Hospitality is, by all reports, the largest PMS vendor in Australia, with estimates provided through the proof of concept project being in the order of between 50% and 80% of all operators in Australia using this platform. Although Oracle Hospitality has both premise and cloud based products, advice received from the industry indicates the vast majority of their Australian market is currently using premise-based systems.

As a source of data, premise-based PMSs are more difficult to draw data from, particularly in relation to the software vendor sourcing data for multiple accommodation operators.

It is feasible that premise-based PMSs could incorporate a facility to automate reporting of data for the establishment, chain or group in which it operates. A PMS vendor could build this functionality into the software, however the onus would still be on the operator to report.

Figure 2. Cloud vs premise-based systems



2.2 PMS AS A DATA SOURCE

As a data source, PMSs show potential for automated harvesting of data for statistical purposes, as for many operators the data currently provided for the STA could be drawn from a PMS. Data is

entered regularly, if not in real time, capturing bookings, cancellations and takings as part of normal operation.

PMSs also generally have capacity to send and receive data to and from online booking engines and other platforms, setting precedence for similar automated transfer of data to occur for statistical purposes.

There are already a number of pilot tests in progress where data is being drawn from PMSs for statistical purposes.

2.2.1 STATISTICS NEW ZEALAND

Statistics New Zealand (StatsNZ) are currently developing systems and infrastructure to move their ongoing tourist accommodation collection from a direct collect methodology to one which utilises automation of data collection from PMSs. The approach is to allow individual accommodation establishments to 'opt-in' to having their data collected via PMS rather than survey form.

The main objective of this shift is to reduce the burden placed on operators to report tourist accommodation data. The StatsNZ tourist accommodation collection is a monthly census of establishments in scope, which contributes a significant burden of reporting on the industry as a whole. It is expected that once implemented there will be immediate reductions in provider load even with limited coverage of operators through this approach.

With this objective in mind, StatsNZ undertook initial consultation with PMS vendors to gauge interest and support, and then developed the required infrastructure. This included an Application Programming Interface (API) to assist vendors to build the requirements into their systems, as well as a gateway to authenticate and receive data.

The project has taken 12-18 months so far, with the date to roll out to providers having been pushed back twice. The majority of the time taken has been in relation to infrastructure development. All development work has been designed independently of the NZ tourist accommodation collection, to allow for future demand in other statistical areas of StatsNZ.

While early indications have shown this approach is possible, it is yet to be tested in the field. StatsNZ expect to approach PMS vendors in the coming months to invite them to use the available technology to automate supply of data, either delivering the data directly or providing a facility for their clients to provide the data automatically.

2.2.2 TOURISM AND EVENTS QUEENSLAND AUTOMATED DATA HARVESTING PROJECT

Tourism and Events Queensland (TEQ) contracted V³ Leisure (V³) to undertake a pilot project to supply automated electronically harvested data for tourist accommodation from a small number of PMS vendors.

This project has successfully delivered monthly files from two PMSs. Data received in these files included both supply and demand information as is currently collected in the STA. There were some issues uncovered through this exercise which can inform the broader discussion in this space. Specifically:

- One PMS vendor provided aggregate data only, rather than data for individual accommodation establishments. Aggregate data does not facilitate any further breakdown of data by characteristics of the operator, such as accommodation type, geography or other important variables. If this situation was to eventuate in an STA replacement collection, this would limit the extent of quality assurance that could be undertaken on the data. For quality assurance purposes, particularly over time, it is optimal to have data for each individual operator.
- Accommodation takings information was not requested as part of the project specifications and as such was not provided. This project has uncovered that it may not be possible for

some PMS vendors to access financial information for establishments, particularly those which are premise based.

TEQ continues to receive monthly data files, with the future of the TEQ project dependant on the outcome of this national proof of concept project.

3. CONSIDERATIONS FOR VIABILITY

3.1 PMS VENDOR ENGAGEMENT

The PMS sector is largely autonomous, with no industry association or formal affiliations identified. A listing of PMS vendors was difficult to obtain, relying on chance and the goodwill of contacts. The listing obtained may still not be exhaustive.

In total 82 PMSs were identified as operating in Australia. Of these 50 were excluded from further engagement for the proof of concept project as they were found to:

- service accommodation types that are out of scope of the STA (e.g. backpackers, parks, B&Bs);
- have limited Australian operation; or
- be primarily online reservation sites which would only capture bookings through these systems, as opposed to total bookings.

The purpose of engagement with PMS vendors for this project has been to better understand how the system as a whole operates and specifically, whether their PMS, and PMSs generally, could be a source of data which would adequately replace the direct collect approach of the STA.

This engagement process proved more difficult than expected due to difficulties identifying PMSs and then contacts within, and gaining their cooperation in the time required for the projects' completion.

By the end of the project, six PMS vendors had agreed to engage in the process and had been consulted to seek their views on the viability of a PMS collection. Three of these six PMS vendors also volunteered their client listings for the purpose of matching to the STA frame to measure coverage.

3.1.1 BARRIERS IDENTIFIED BY PMS VENDORS

In consultation with PMS vendors, advice was sought as to potential barriers to this approach. Cost of modifying or creating the required infrastructure to facilitate provision of data through the PMS was consistently identified as a difficulty. For many PMSs, the data required is not currently extracted for other purposes and modifications to their systems would be needed. Vendors indicated that resources to undertake this work may not be available in a short time-frame, and any investment would need to be considered in line with other business priorities.

3.1.2 COVERAGE

Key to considering the viability of using only PMSs as a source of accommodation data for the STA is the extent to which accommodation operators use PMSs and what coverage of the known STA population could be sourced using PMSs.

Within the timeframe of this project, it has not been possible to obtain a conclusive measure of coverage. Engagement with PMS vendors and reluctance to provide client listings means coverage can only be measured for those three PMS vendors which provided client listings. Stats NZ have also found PMS vendors to be reluctant to divulge information about client numbers.

The PMS vendors which provided data all operated cloud-based systems, with a target market of small to medium operators.

Collectively, these PMSs represented approximately 18.6% of establishments on the STA frame for 2014-15. They represented 17.3% of establishments within metropolitan Tourism Regions (all capital cities and Gold Coast) and 19.2% of those in non-metropolitan regions.

When considering total rooms, the PMSs represented 4.8% of total rooms, 3.6% of rooms in metropolitan tourism regions and 6.0% of rooms in non-metropolitan tourism regions.

Without further data, it is difficult to estimate what coverage could be achieved by collecting data through PMSs due to scope definition and subjectivity in estimates of the vendors themselves. Conversations with PMS vendors suggest that Oracle Hospitality would be the largest PMS vendor in Australia. Based on the very limited information gathered through this project, it is estimated that Oracle Hospitality may account for around 50% of operators currently in scope of the STA. What is understood to be the next largest PMS represents approximately 12% of operators in the STA.

3.2 COVERAGE OF REQUIRED DATA ITEMS

A further consideration in assessing the viability of producing tourist accommodation statistics from PMS data is the availability of the required data items from these systems.

One of the intended outputs of this feasibility study was a comparison of data from the directly collected STA with data sourced from PMSs. Unfortunately this was not able to be achieved within the project time frame, due to the inability of PMS vendors to provide data in the required time frame. Those PMS vendors who were consulted indicated that all data items could be made available through their system. However, it is unclear whether these PMSs are representative of all PMSs.

3.3 QUALITY OF DATA

The inability to obtain data from PMS vendors also means that the quality of data available through this source has not been tested.

Anecdotal evidence and advice from PMS vendors suggests that data sourced directly through a PMS would be more accurate than that currently received through the STA. As a minimum, automated retrieval of data would reduce any clerical error in transcribing data.

Other factors which may impact on data quality include:

- Whether the reporting unit in the PMS matches the target unit. For example, in the STA an operator providing mixed accommodation types is asked to report only for those in scope of the collection. If data is sourced from a PMS, this may not be possible.
- Whether all bookings are captured. Advice received during consultation with vendors indicated that it would be critical to ensure data is drawn from the PMS rather than other types of applications as these may not capture direct bookings or cancellations, for example.

3.4 POTENTIAL FOR EXPANDED SCOPE

PMSs cater for a broad range of accommodation types. Software packages are tailored for hotels, holiday parks, serviced apartments, hostels, B&B, houseboats and various other types of accommodation. This suggests PMSs may also be a source of data for accommodation not currently in scope of the STA.

Those PMSs for which we were able to source a client listing represented 4,444 operators not on the STA frame. This collectively represents 84% of their total client listing. These operators include:

- caravan parks;
- hotels and motels with fewer than 15 rooms;

- rentals;
- college accommodation; and
- workforce accommodation (e.g. mining and construction).

Many of these accommodation types would ostensibly be considered in tourist accommodation statistics. However, there are others, such as rentals, college and workforce accommodation which may need to be considered in more detail.

3.5 OTHER POSSIBLE SOURCES

3.5.1 V³

V³ operate Tourism Exchange Australia (TXA): an open booking platform formed in partnership between the Australian Tourism Data Warehouse (ATDW) and V³. It connects live content, rates and inventory enabling consumers to book, confirm and pay for accommodation through various online booking sites, expanding the market coverage of their subscribers.

TXA has connections with a number of PMSs to draw data required directly from the software used by the operators into one live database. The primary purpose of this database is to feed real time room availability to various distributors to increase market coverage. In the work undertaken for TEQ, V³ drew on these connections for the purpose of producing summary statistics to measure activity.

The data accessible to V³ is currently limited to those operators which subscribe to TXA and to selected PMSs. From the data provided by V³ their current coverage of units in the STA is approximately 4%.

3.5.2 STR GLOBAL

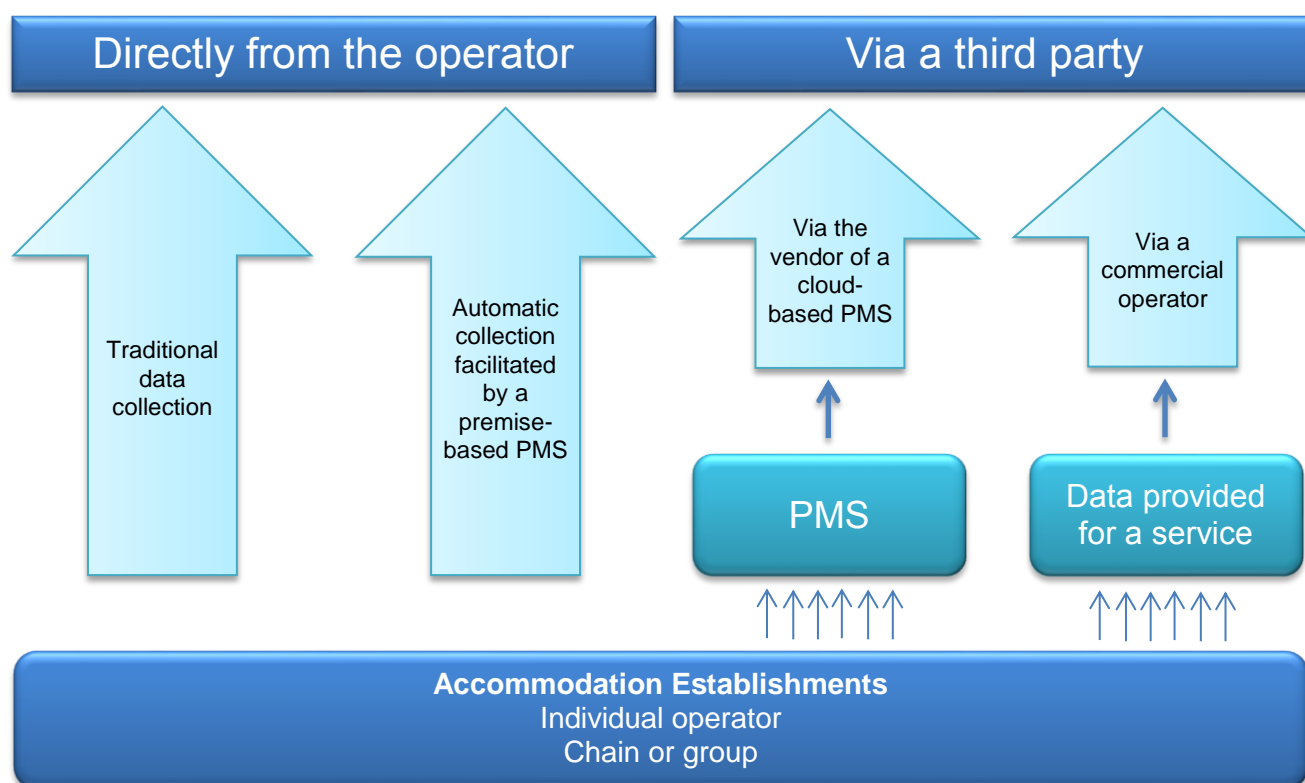
STR Global offer another alternative source of tourist accommodation statistics. STR Global hold a comprehensive listing of accommodation operators in Australia, which is currently used to update the STA frame. STR Global also collect data from their paying subscribers on a daily or monthly basis. Current advice is that they have 1,200 operators in Australia providing data monthly or more frequently. It is unknown how many of those operators are included in the STA.

The primary purpose of this data is to produce comparison reports for their subscribers which compare their performance with a number of other operators. STR Global also produce estimates of accommodation based on data received from their subscribers. STR Global have advised that existing collection and reporting infrastructure can be scaled up to include more operators, which may provide a potential replacement to the STA.

Output from STR Global can vary considerably from STA output. Prior comparison of STA and STR Global outputs conducted by the ABS showed very clear differences in reported results, both for those units included in both collections, and also in total estimates. In producing their estimates, STR Global make the assumption that the establishments for which they receive data are representative of the full population and apply the average of responses to those units missing. From the analysis conducted by the ABS, this will result in different levels and movements than those reported in STA.

While there may be quality considerations around STR Global as a source of tourist accommodation data, they may offer a solution for particular sub-populations. STR Global themselves acknowledge that their units tend to be larger middle to upper tier establishments, primarily in metropolitan areas; and so estimates for these areas may be fit for purpose.

Figure 3. Possible sources of tourist accommodation data



3.6 ASSESSMENT OF VIABILITY OF A PMS COLLECTION

The proof of concept project has shown that tourist accommodation statistics sourced exclusively through PMSs is not viable as a direct replacement for the STA at this point in time.

The key factors in drawing this conclusion are:

- The technological environment for tourist accommodation data is more complex than originally thought, with a mix of cloud based and premise based software used by establishments. This increases the difficulty in moving quickly to a PMS approach.
- The difficulties in developing a list of PMS vendors operating in Australia and the subsequent difficulties in engaging with those who were identified, means that market coverage using a PMS approach was not able to be determined.
- The inability to obtain any data from PMSs for comparison purposes within the timeframe of the project means that data quality via a PMS approach remains unknown.

4. COLLECTION IN AN ABS ENVIRONMENT

As part of the Letter of Intent between Austrade and the ABS, the ABS was asked to provide options and costings for continuing the STA with its current scope and coverage using data from PMS providers rather than collecting directly from accommodation establishments. As has been shown, there are currently limitations in the external environment which preclude this from being an option in the short-term.

Given these limitations, this next section of the report presents considerations and options over the next three financial year reference periods. It is important to note that any commitment by the ABS to continue to produce tourist accommodation statistics would need to be considered in the context of the relative priorities of all aspects of the ABS work program.

4.1 LEGISLATIVE CONSIDERATIONS

The ABS would collect data under the *Census and Statistics Act, 1905*. This authorises the Statistician to direct respondents to provide the data requested if needed. While used sparingly, this authority generally produces higher response rates for direct collect surveys than would otherwise be achieved. The impact of the *Census and Statistics Act, 1905* on response rates for an automated collection approach (such as PMSs) is unknown at this point in time.

The legislative framework within which the ABS operates also provides a guarantee of confidentiality of providers. This legal protection places restrictions on what data can be published and cells of data with a small number of contributors will be suppressed or perturbed to avoid disclosing information which may be identifiable.

4.2 SYSTEM CONSIDERATIONS

The ABS is currently undergoing a major transformation program, which will impact across its infrastructure, systems, methods and processes. The transformation will consider new and emerging technologies including machine to machine data collection.

It is not yet possible to consider costings for collection of data using these technologies, or to confirm when these technologies may be available to be used for a tourist accommodation data collection.

4.3 OPTIONS AND INDICATIVE COSTINGS

4.3.1 ASSUMPTIONS AND UNDERLYING PRINCIPLES

All options presented are for the continuation of the STA using its current scope and coverage via either direct collection from operators or through a PMS. These particular options have been agreed upon with TRA for inclusion in the report, taking into account the requirements of the State Tourism Organisations gathered through the project Working Group.

Timeframe for a PMS collection

Prior to completion of the proof of concept, it was anticipated that a hybrid collection method sourcing data directly from operators as well as some PMS vendors would be possible for a 2015-16 collection. This is no longer considered viable.

Pursuing a PMS collection in this timeframe would lead to duplication, as data sourced from a PMS could not be obtained in sufficient time to avoid despatch directly to the respondent.

For this reason, the collection options outlined here do not consider a PMS collection component until the 2016-17 reference period.

Frequency of collection

The accommodation industry has a highly seasonal pattern and sub-annual output of data has been identified by stakeholders as a key requirement. Within existing processes and systems in the ABS however, previous cost estimates for a sub-annual collection and output have shown to be prohibitive.

Previous costings have indicated a quarterly collection, for example, would be in the vicinity of \$1.2 million a year. Until new processes and infrastructure are available, these previous costings still apply. For this reason, all options presented here are on an annual collection and output basis only.

Estimates of coverage

Due to the limited data received from PMS vendors in the proof of concept project, options and costings presented here are based on estimated numbers of providers only. Costs may vary if the actual numbers vary significantly.

4.3.2 OPTIONS

The section below presents those options agreed upon with TRA based on the findings of the proof of concept project. In summary, the options are as follows:

- Option 1 Transition toward a hybrid PMS and direct collection
 - Repeat direct collection for 2015-16 reference period.
 - Gradual inclusion of PMSs over the subsequent two reference periods, with continued direct collection from those operators not covered by PMSs.
- Option 2 Transition to a PMS only collection with reduced coverage
 - Repeat direct collection from operators for 2015-16 reference period.
 - Gradual inclusion of PMSs over the subsequent two reference periods, with a PMS only collection for the 2017-18 reference period. Data for operators not covered by PMSs would be imputed.
- Option 3 Data collection for regional accommodation only
 - Direct collection from operators in non-metropolitan tourism regions for 2015-16 reference period.
 - Gradual inclusion of PMSs over the subsequent two reference periods to source data for operators in non-metropolitan tourism regions only.
- Option 4 A triennial collection with data modelled for mid-years
 - Repeat direct collection from operators for 2015-16 reference period.
 - TRA to model data for the subsequent two reference periods to produce high level tourist accommodation statistics.

In this section, costings are with respect to total costs for a collection reference period. Collection and processing for any given reference year will cross a number of financial years. This work would be invoiced on a financial year basis. Costings for financial years are presented in section 4.3.3 *Indicative costing by financial year*.

Option 1 - Transition toward a hybrid PMS and direct collection

This option would see a transition towards an automated PMS collection, with the number of PMS providers increasing over time. Those operators not covered by a PMS collection would continue to be approached directly.

A traditional STA would occur for the 2015-16 reference period. Additional questions would be included to better understand the coverage of PMSs as this was unable to be determined from the proof of concept project.

The information obtained from the additional questions would be used to target cloud-based PMS vendors for inclusion in an ABS run 2016-17 collection. Note that due to confidentiality provisions in the *Census and Statistics Act, 1905*, the ABS would be unable to share disaggregated information collected through the additional questions.

Additional PMSs and larger groups or chains on premise-based systems would be included in a PMS approach for the 2017-18 collection, with data for remaining operators continuing to be collected directly.

Further detail is included in Table 1 below.

Table 1. Detailed methodology and indicative costs for Option 1 Transition toward a hybrid collection

Reference Year	Methodology	Estimated number of establishments	Estimated no. PMS vendors	Indicative Cost ^a
2015-16	A repeat STA collection, including additional questions to understand the coverage of PMS vendors within the current STA scope.	4,500 (100% direct collect)	0	\$550k
2016-17	A limited PMS collection targeting cloud-based systems with a direct collection of the remainder of operators.	2,700-3,600 (60-80% direct collect)	15	\$800k
2017-18	An expanded PMS collection targeting cloud-based systems and larger operators using premise-based systems, with a direct collection of the remainder of operators.	900-1,800 (20-40% direct collect)	30	\$725k

- a. The project has uncovered that some vendors may seek reimbursement for any costs incurred in extracting data from their systems. This has not been considered in this costing, but may emerge as a cost in later engagement with PMS vendors

Option 2 – Transition to a PMS only collection with reduced coverage

This option outlines a more rapid transition to PMS sourced data, with data for any residual operators in scope of the STA but not represented in PMS data being modelled or imputed rather than collected directly.

This option would follow the same course as outlined for option 1. It is likely this approach would result in reduced quality of data, however it is not possible to quantify that quality at this stage.

Table 2. Detailed methodology and indicative costs for Option 2 Transition to a PMS collection

Reference Year	Methodology	Estimated number of establishments	Estimated no. PMS vendors	Indicative Cost ^a
2015-16	A repeat STA collection, including additional questions around PMSs to understand the coverage of PMS vendors within the current STA scope.	4,500 (100% direct collect)	0	\$550k
2016-17	A limited PMS collection targeting cloud-based systems. A direct collection of the remainder of operators.	2,700-3,600 (60-80% direct collect)	15	\$800k
2017-18	An expanded PMS collection targeting cloud-based systems and larger operators using premise-based systems. Data for remaining operators would be imputed or modelled.	0	30	\$675k

- a. The project has uncovered that some vendors may seek reimbursement for any costs incurred in extracting data from their systems. This has not been considered in this costing, but may emerge as a cost in later engagement with PMS vendors

Option 3 – Data collection for regional accommodation only

Previous investigation has indicated that alternative data sources such as STR Global are of reasonable quality for metropolitan areas, and the gap in available data is primarily for regional areas. This option attempts to specifically address coverage for regional areas only, with metropolitan data sourced elsewhere. The cost of sourcing metropolitan data would need to be considered in the total cost for a collection using this methodology. Metropolitan areas are defined by TRA as any outside of the Capital City and Gold Coast Tourism Regions.

This option would follow the course outlined under Option 1, although would include a smaller population of non-metropolitan operators only.

Table 3. Detailed methodology and indicative costs for Option 3 Regional accommodation only

Reference Year	Methodology	Estimated number of establishments	Estimated no. PMS vendors	Indicative Cost ^a
2015-16	A repeat STA collection for operators in non-metropolitan Tourism Regions only. Additional questions would be included to understand the coverage of PMS within the scope of the current STA.	3 040 (100% direct collect)	0	\$490k
2016-17	A limited PMS collection targeting cloud-based systems. A direct collection of the remainder of operators in non-metropolitan Tourism Regions.	1,824-2,432 (60-80% direct collect)	15	\$775k
2017-18	An expanded PMS collection targeting cloud-based systems and larger operators using premise-based systems. A direct collection of the remainder of operators in non-metropolitan Tourism Regions.	608-1,216 (20-40% direct collect)	30	\$715k

- a. The project has uncovered that some vendors may seek reimbursement for any costs incurred in extracting data from their systems. This has not been considered in this costing, but may emerge as a cost in later engagement with PMS vendors

Option 4 - A triennial collection, with data modelled for mid-years

This would see a repeat of the STA for 2015-16 reference period only. Additional questions could still be included to better understand the coverage of PMSs as this was unable to be determined from the proof of concept project.

Data for subsequent years would be modelled by TRA at a broad level to provide summary indicators of growth. Costs incurred by TRA in undertaking this modelling work have not been included in the report, but would need to be considered in the total cost for a collection using this methodology.

Viability of a PMS collection may then be re-visited for subsequent years.

Table 4. Detailed methodology and indicative costs for Option 4 A triennial collection

Reference Year	Methodology	Estimated number of establishments	Estimated no. PMS vendors	Indicative Cost ^a
2015-16	A repeat STA collection, including additional questions to understand the coverage of PMS vendors within the current STA scope.	4,500 (100% direct collect)	0	\$550k
2015-16	High level estimates produced by TRA through modelling.	0	0	0
2016-17	High level estimates produced by TRA through modelling.	0	0	0

a. Costs incurred by TRA to model the data are not included in the cost presented here.

4.3.3 INDICATIVE COSTINGS BY FINANCIAL YEAR

If the ABS were engaged to collect data as outlined in any of the above options, work would be invoiced on a financial year basis. Table 5 gives an indication of what those invoiced costs may be, with a breakdown of what work would be undertaken in a financial year for a specific reference period.

Table 5. Indicative costings by financial year for all options

Work undertaken	Financial Year			
	2015-16	2016-17	2017/18	2018/19
OPTION 1. Transition toward a hybrid PMS collection				
2015-16 Setup, Frame & Dispatch Processing & Dissemination	\$160K	\$390K		
2016-17 Setup, Frame & Dispatch Processing & Dissemination		\$470K	\$330K	
2017-18 Setup, Frame & Dispatch Processing & Dissemination			\$425K	\$300K
Total	\$160K	\$860K	\$755K	\$300K
OPTION 2. Transition toward a PMS only collection with reduced coverage				
2015-16 Setup, Frame & Dispatch Processing & Dissemination	\$160K	\$390K		
2016-17 Setup, Frame & Dispatch Processing & Dissemination		\$470K	\$330K	
2017-18 Setup, Frame & Dispatch Processing & Dissemination			\$415K	\$260K
Total	\$160K	\$860K	\$745K	\$260K
OPTION 3. Transition toward a hybrid PMS collection – Regional operators only				
2015-16 Setup, Frame & Dispatch Processing & Dissemination	\$160K	\$330K		
2016-17 Setup, Frame & Dispatch Processing & Dissemination		\$475K	\$300K	
2017-18 Setup, Frame & Dispatch Processing & Dissemination			\$430K	\$285K
Total	\$160K	\$805K	\$730K	\$285K
OPTION 4. A triennial collection, with data modelled for mid-years				
2015-16 Setup, Frame & Dispatch Processing & Dissemination	\$160K	\$390K		
Total	\$160K	\$390K		

AUSTRALIA UNITED STATES BUSINESS WEEK

Attachment A



Agribusiness and Food Science

Chicago, San Francisco and an optional New York – International
Capital Partnerships program

15-22 February, 2016

AUSBW Agribusiness and Food Science Delegate List

Ian Reilly	Chief Executive Officer	Agersens
*Justyn Walsh	Chief Investment Officer	Arcadian Organic & Natural Meat Co Pty Ltd
David Zehner	Managing Partner	Bain & Company
*Patrick Hayden	Director of Blue Sky	Blue Sky Alternative Investments Ltd
Martin Cole	Director	CSIRO
John Johnston	Business Development Adviser	Department of Industry, Innovation and Science
*Philip Jarvis	Managing Director	Direct Agriculture Pty Ltd
Andrew Metcalfe AO	Partner	Ernst & Young
*Alan Wigan	Chief Executive Officer	Finfish Enterprise

Peter Schutz	Chairman	Food Innovation Australia Limited (FIAL)
Luke Gamble	Executive Director	Global Grain Handling Solutions Pty Ltd
Glenn Rice	Assistant	Hancock Prospecting Pty Ltd
Gina Rinehart	Chairman	Hancock Prospecting Pty Ltd
John Lloyd	Chief Executive Officer	Horticulture Innovation Australia Limited
Shane Kelly	Managing Director	Kelly Engineering
Graham Schaffer	Pro Vice Chancellor, College of Science, Health and Engineering	La Trobe University
*Richard Norton	Managing Director	Meat & Livestock Australia
*Christopher Mitchell	Executive Director	Project Sea Dragon Pty Ltd
Peter Moller	General Manager - FarmConnect	Rubicon Systems Australia Pty Ltd
*Bruce Griffin	Director	Tresed Pty Limited
Gavin Norris	Director	Tresed Pty Limited
Mark Tamplin	Leader, TIA Food Safety Centre	University of Tasmania
Holger Meinke	Director, Tasmanian Institute of Agriculture	University of Tasmania

* Attended the New York International Capital Partnerships program.

Agribusiness and Food Science Program

Chicago, San Francisco and New York 15-22 February, 2016

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Market Background

Across the agribusiness and food science value chain – from lab, to paddock, to plate – Australia and the United States have much to talk about.

The US agribusiness industry is a sophisticated and mature industry that increasingly looks to new technologies, crop science and advanced agricultural practices to improve productivity. Due to the consolidated nature of the domestic industry, major US agricultural corporations are looking to foreign investment opportunities to secure supply of soft commodities and drive growth. Multinationals such as ADM, Cargill, Monsanto, DuPont and Dow are increasing their exposure to Asia-Pacific markets through Australian investments and operations.

More than a third of the top 50 global food and beverage processing firms are headquartered in the United States, including Australian investors General Mills, Mondelez, PepsiCo, Campbell's and Mars. Food manufacturers are increasingly focused on implementing greater automation in the manufacturing process to drive productivity. Spending for plant equipment, upgrades and automation is currently at stronger levels than in past years. Discussions with US food manufacturers focus largely on the high labour cost, low productivity growth conundrum facing Australia and the important role to be played by new technology and robotics. Australia's new North Asia Free Trade Agreements (FTA), particularly with China, have raised interest among food manufacturers in the US.

Large agribusiness and food processing multinationals are seeking broader engagement with external research organisations as they realise that the scale and scope of innovation requirements and industry demand exceed internal research capacity. Across the value chain from plant genetics to novel ingredients to sustainable packaging Australia is a recognised leader in several key areas of interest.

Pension funds are continuing to invest in agriculture as part of their overall strategy and a number of US federal and state funds are very active in the space. Fund managers and family offices have an appetite as agriculture investment is an often overlooked sector in mainstream investing. There has been a marked increase in interest in Australian agriculture by private equity and institutional investors in the US (and Canada) over the past year. ANZ Bank estimates that \$600 billion in investment will be needed by 2050 to maintain Australia's current

share of global output and another \$400 billion will be needed to support generational farm turnover.

Over \$500 million in venture capital went to innovative agriculture and food solutions in the first half of 2014, start-ups are emerging to tackle the global food challenge by offering sophisticated new technologies to improve yield and efficiency and decrease environmental impact. These companies often view Australia as a collaborative partner and as a test-bed for their technology and services. And for Venture Capitals in agribiosciences specifically, Australia is viewed as a top global producer of innovation and commercialisation opportunities.

Stream Overview

Chicago is a hub of US agribusiness and home to many of the world's largest food processing and specialty ingredient multinationals. Likewise San Francisco is a hub of agtech innovation and New York a global hub for agribusiness finance and investment.

The core Australia United States Business Week program includes investment roundtables, site visits and market briefings to showcase Australian innovation across the value chain, from plant and animal health to advanced food processing. The Northern Australia opportunity will be highlighted.

US participants will include US farmland investors, agritech companies, ag-bioscience venture firms and multinationals seeking research and commercialisation partners. Australian delegation members include relevant industry associations, research institutions, agri project proponents, commercialised start-ups and food processing companies.

Program goals:

- > Showcase Australian Innovation to US corporates and investors
- > Find collaborative R&D / commercialisation partners for delegates
- > Promote Australian FDI opportunities in agri/food
- > Dialogue on developing an innovation ecosystem for agrifood (national innovation centres, venture funding, incubators).

Program Note: *Please note that this program is fully confirmed as of 12 February 2016 but is subject to change.*

Monday 15 February 2016 Chicago

Time	Details
	Delegates to arrive in Chicago on or before Monday 15 February
	Recommended hotel:

Time	Details
	<p>Fairmont Chicago Millennium Hotel, 200 North Columbus Drive, Chicago, Illinois</p> <p>Phone: +1 312 565 8000</p> <p>www.fairmont.com/chicago</p> <p>Delegates should use this website for hotel booking at group rates: https://resweb.passkey.com/go/australiantc</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged with the hotel at an additional expense when making your hotel booking. Delegates not staying at the recommended hotel are responsible for arranging their own transfers and ensuring that they are at the designated assembly points throughout the program.</p>
18:30 – 20:00	<p>Delegation Welcome Reception</p> <p>Delegates will register and collect their AUSBW delegate pack, including a lanyard for security and identification for the program of events. Delegates will be joined by Minister Robb AO MP, Michael Wood, Consul-General, Chicago, and the Austrade team for a welcome to Chicago. Refreshments will be served.</p> <p>Dress: Smart casual</p> <p><i>Venue: Fairmont Chicago Millennium, Regent Room</i></p>
	<p>End of Monday program</p>

Tuesday 16 February 2016 Chicago

Time	Details
	<p>Please wear your AUSBW delegate lanyard for security and identification for all events.</p>
07:30 – 08:30	<p>Delegation Breakfast (packet pick-up for latecomers)</p> <p><i>Venue: Fairmont Chicago Millennium, Regent Room</i></p>
08:35 – 08:45	<p>Delegates walk as a group to Baker & McKenzie, 300 East Randolph Street, Suite 5000, Chicago</p>
Time	Details
09:00 – 10:00	<p>Briefing with US and Midwest Allies</p>

Scene setting for the delegation with remarks and discussion from government and industry leaders. This will include sector briefings from specialists in agribusiness and food processing.

- > Jim Schultz, Director of Illinois Department of Commerce and Economic Opportunity
- > Kirk Schulz, President, Kansas State University

Venue: Baker & McKenzie, 300 East Randolph Street, Suite 5000, Chicago

10:00 – 10:15 Coffee Break

10:15 – 11:40 **Briefing with US and Midwest Allies (cont.)**

- > Rob Dongoski, Global Agribusiness Lead and Partner, E&Y Chicago
- > Lee Strom, Director of FARM Illinois (and former CEO and Chairman of the US Farm Credit Administration)
- > Dan Broderick, Vice President, Danforth Plant Science Center (St. Louis)

Venue: Baker & McKenzie, 300 East Randolph Street, Suite 5000, Chicago

11:45 – 12:10 Transit by bus to Chicago Club. Transport provided by Austrade.

12:10 – 13:30 **Luncheon with Chicago Council of Global Affairs**

Minister Robb will deliver a keynote address and take Q&A from members from the Council's executive committees.

Venue: The Chicago Club, 81 E Van Buren St, Chicago

13:30 – 14:00 Transit by bus to Baker & McKenzie. Transport provided by Austrade.

14:15 – 15:30 **Australian Success Stories in USA: Opportunities and Lessons Learned**

Remarks and panel discussion with successful expats on doing business in the US, finding collaborative partners and customers and trends in their business. Moderated by David Malliband, Partner, Baker & McKenzie.

- > Brendhan Deck, President, NuFarm Americas
- > Erika Viktor, Vice President, Human Resources, Parnell
- > Luke Chandler, Deputy Chief Economist, John Deere
- > Morgan Roy, Co-Founder, Jindilli USA

Venue: Baker & McKenzie

15:30 – 16:00 Afternoon tea break

Time	Details
16:00 – 17:30	<p>Australian Opportunities Forum</p> <p>Presentation of opportunities to an audience of US investors and companies with opening remarks from Minister Robb:</p> <ul style="list-style-type: none"> > Australian agribusiness and food processing overview (David Watson, Senior Investment Specialist, Austrade) > Northern Australia / Australian project proponent (Chris Mitchell, Executive Director, Project Sea Dragon) > Australia as an investment destination: a US multinational perspective (Luke Chandler, Deputy Chief Economist, John Deere) <p><i>Venue: Baker & McKenzie</i></p>
17:45 – 19:00	<p>Networking reception with business leaders, industry chambers and Australian community</p> <p>Invited guests from Institute of Food Technologists, FARM Illinois, Chicagoland Chamber, Australia New Zealand American Chamber of Commerce, Illinois Biotechnology Industry Association, Illinois Venture Capital Association, Chicago Farmers, Institute for Food Safety and Health.</p> <p><i>Venue: Baker & McKenzie</i></p>
19:00	<p>Delegates walk back as a group to Fairmont Chicago Millennium Hotel.</p> <p>Dinner – Delegates own arrangements</p>
End of Tuesday program	

Wednesday 17 February 2016 Chicago

Time	Details
Please wear your AUSBW delegate lanyard for security and identification for all events.	
Breakfast – Delegates own arrangements	
07:00	<p>Delegates to assemble in the Hotel Lobby in two groups (indicated in delegate packet) to travel by bus to site visit:</p> <p>(1) Food Science – 7:00AM in Lobby</p> <p>(2) Agribusiness – 8:30AM in Lobby</p>

Time	Details
All Day	<p>Site Visits:</p> <p>Visits to headquarters and R&D labs of major ingredient, agtech and food processing multinationals, discussion of sector trends, identification of potential collaboration.</p> <p>Given restrictions on numbers of visitors to each of the sites the delegation will be split into two groups: (1) Food Science and (2) Agribusiness. Delegates will be assigned to streams based on relevance to the host companies and on a first-registered basis.</p>
07:00 – 17:30	<p>Food Science</p> <ul style="list-style-type: none"> > 07:00 sharp Lobby pick-up and transit > 08:30 – 10:30 PepsiCo / Frito Lay Global R&D Center > 11:00 – 13:00 Tate & Lyle Global R&D Center including Lunch > 15:00 – 17:00 Wrigley / Mars Global Innovation Center <p>Transit to hotel, arrive approx. 17:30</p>
08:30 – 17:15	<p>Agribusiness</p> <ul style="list-style-type: none"> > 08:30 sharp Lobby pick-up and transit > 09:00 – 10:30 CME Group (Chicago Board of Trade; commodities futures) > 11:15 – 13:30 NuFarm (Australian chemical & seed producer) including Lunch > 14:00 – 16:00 CNH/Case IH (Ag equipment manufacturer; precision ag demo) <p>Transit to hotel; arrive approx. 17:15</p>
18:15	<p>Delegates to assemble in Fairmont Chicago Millennium Hotel Lobby for transport as a group to Morton's Steakhouse. Transport provided by Austrade.</p>
19:00 – 21:00	<p>Delegation Dinner</p> <p><i>Venue: Morton's Steakhouse, 65 East Wacker Place</i></p>
21:00	<p>Delegates return by bus to Fairmont Chicago Millennium Hotel.</p>
<p>End of Wednesday program</p>	

Time	Details
	<p>Delegates to check out of hotel. Luggage will be stored.</p> <p>Please wear your AUSBW delegate lanyard for security and identification for all events.</p>
08:15 – 09:50	<p>Breakfast with Institute of Food Technologists (IFT)</p> <p>Delegates will hear remarks and a panel discussion with prominent food scientists and food professionals. Panellists will address top global trends in food, nutrition and health.</p> <p>Panellists include:</p> <ul style="list-style-type: none"> > Moderator: Dr Martin Cole, Director, CSIRO Food and Nutrition Flagship, IFT Board Member > John Ruff, former SVP of Kraft Foods and former President IFT > Dr Robert Brackett, Director of Institute for Food Safety and Health, former SVP Grocery Manufacturers Association > Lynn Dornblaser, Director of Innovation & Insight, Mintel > Eric Larson, Chairman and Managing Partner, Linden Capital > Peter Schutz, Chairman, Food Innovation Australia Limited <p><i>Venue: Fairmont Chicago Millennium, Regent Room</i></p>
10:00	<p>Delegates travelling on recommended flights assemble in hotel lobby to travel as group to airport. Transport provided by Austrade. Note: Delegates are responsible for their own flight bookings.</p>
12:20	<p>Depart for San Francisco on United Airlines flight UA312.</p>
15:07	<p>Arrive in San Francisco</p> <p>Delegates travel as a group to hotel and check in. Transfers from the airport to the recommended hotel in San Francisco will be provided by Austrade. Delegates not travelling on the recommended flight or staying elsewhere are responsible for organising their own transfers.</p> <p>Recommended hotel:</p> <p>Grand Hyatt San Francisco, 345 Stockton Street, San Francisco, California 94108</p> <p>Phone: +1 415 398 1234</p> <p>A dedicated website is now available for delegates to book their hotel rooms online. Reservations can be made until 30-Jan-2016 at this web address:</p> <p>Booking Website:</p> <p>https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=14515195</p>

Time	Details
Afternoon	Delegates own time
18:00 – 19:00	<p data-bbox="402 365 1523 436">Australia United States Business Week (AUSBW) Delegate Registration and Networking Reception</p> <p data-bbox="402 449 1523 554">Delegates from all AUSBW streams are invited to join the Austrade team for a welcome networking reception. Please wear your AUSBW delegate lanyard for security and identification for the evening's events.</p> <p data-bbox="402 567 1523 609"><i>Venue: Grand Hyatt, Ballroom Foyer (two floors below Lobby Level)</i></p>
19:00 – 21:30	<p data-bbox="402 646 1523 688">Australia United States Business Week Business Dinner</p> <p data-bbox="402 701 1523 835">All Australian United States Business Week delegates and invited US counterparts will be able to network and share experiences at this business dinner. Invitees will hear from the Hon Andrew Robb AO MP, Minister for Trade and Investment and other guest speakers.</p> <p data-bbox="402 848 1523 1016">Special guest speaker, Ms Beth Comstock, Vice Chair of General Electric (GE) will also address the audience. Ms Comstock leads GE's efforts to accelerate new growth. She operates GE Business Innovations, developing new businesses, markets and service models; drives brand value and partners to enhance GE's inventive culture.</p> <p data-bbox="402 1029 1523 1071"><i>Venue: Grand Hyatt, Grand Ballroom</i></p>
21:30	End of Thursday program

Friday 19 February 2015 San Francisco

Time	Details
Please wear your AUSBW delegate lanyard for security and identification during the day's events.	
07:30 – 09:00	AUSBW All Delegate Breakfast This will be an opportunity for all AUSBW delegates to meet for breakfast and hear from Assistant Minister Roy provide a debrief of the San Francisco elements of the programme. <i>Venue: Grand Hyatt, Ballroom East, Grand Ballroom Level</i>
09:00 - 10:30	Venture Capital Roundtable with agrifood investors Remarks and panel discussion with prominent funders of agricultural technology companies with an interest in Australian innovation. Panellists will address funding trends and investment mandates in agricultural technology sector. > Moderator and Presenter: Arama Kukutai, Managing Director, Finistere Ventures > Michael Dean, Co-Founder & Chief Operating Officer, AgFunder > Kiersten Stead, Venture Principal, Monsanto Growth Ventures > Dr Björn Heinz, Investment Manager, BASF Venture Capital America Inc <i>Venue: Grand Hyatt Hotel, Cypress Rooms A & B</i>
10:30 – 11:00	Coffee break
11:00 - 12:30	Agtech Roundtable with Silicon Valley innovators Remarks and panel discussion with agricultural technology executives with an interest in the US and Australian market. Panellists will address their organisations current and future activities in the US and Australian market. Participants include: > Naveen Sikka, Founder & CEO, Terviva > Craig Powell, President & CEO RF Biocidics > Ashwin Madgavkar, CEO, Ceres Imaging > Derek Ephrem, Austrade (moderator) <i>Venue: Grand Hyatt Hotel, Cypress Rooms A & B</i>
End of Friday program	
End of Agribusiness and Food Science program	

Sunday 21 February 2016 New York (Optional) International Capital Partnerships

Time	Details
	<p>Delegates to arrive in New York City on or before Sunday 21 February 2016</p> <p>Recommended hotel: The Westin New York Grand Central, 212 East 42nd Street, New York, NY 10017 Telephone: +1 212 490 8900</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged with the hotel at an additional expense when making your hotel booking.</p> <p>Delegates to book online through StarGroups - https://www.starwoodmeeting.com/Book/AustralianTradeCommissionRoomBlock"</p> <p>Reservations can also be made by calling toll free 1 866 961 3782 and asking for the Westin New York Grand Central and the Australian Trade Commission room block.</p>

Monday 22 February 2016 New York (Optional)

Time	Details
07:30 – 07:45	<p>Delegate Registration and Welcome</p> <p>Delegates will register and attend a brief welcome session with The Hon Nick Minchin, Consul-General New York.</p> <p><i>Venue: Australian Consulate, 150 East 42nd Street, New York Monash Room, 34th Floor</i></p>
07:45 – 09:30	<p>Breakfast Networking Session</p> <p>Delegates are invited to participate in a delegate networking reception over breakfast where The Hon Nick Minchin, Consul-General New York will welcome Dr Torsten Slok, Chief International Economist, Deutsche Bank. Dr Slok is one of New York's most prominent international economists will share his views on emerging themes in the US and Global Economy. Delegates will be joined by members of the Australian Investment and Financial Services Community in New York</p> <p><i>Venue: Australian Consulate, Monash Room, 34th Floor</i></p>

Time	Details
09:30 – 11:30	<p>Roundtable: New Business Formation and Venture Capital</p> <p>Delegates will be joined by senior executives from some of the leading US thinkers and managers in new business and venture formation including:</p> <ul style="list-style-type: none"> > John Spirtos, Executive Director, GE Ventures, New Business Creation > Adam Goulburn, Partner, Lux Capital > Remo Carbone, Venture adviser and growth strategist > Bradley Harrison, Scout Ventures > Michael Giles, Third Party Trade <p><i>Venue: Australian Consulate, UN Mission Meeting Room, 33rd Floor</i></p>
11:00 – 11:30	Delegates own time (Monash Room)
12:00 – 13:00	<p>Lunch and Moderated Discussion: Investing in Food and Agriculture</p> <p>Moderated discussion focussing on key opportunities, developments and trends in Ag investing. NY based members include:</p> <ul style="list-style-type: none"> > John Goodreds, TIAA-CREF > Charles Carmona, Westmore Asset Management > Disque Deane, Water Asset Management > Digby Beaumont, BlueSky Asset Management > Debra Goundrey, Hancock Agricultural > Francie Heller, Heller Advisory > David Browne, Paine & Partners > Greg Oberholtzer, WP Global > Paul McMahon, SLM Partners > Hidemoto Mizuhara, Mitsubishi Corporation – Americas > Hironori Kobayashi, Mitsubishi Corporation – Americas > Evelin Herrera, ING Capital LLC > Tony Wood, Blaxland Funds > Geoff Schmidt, National Australia Bank <p><i>Venue: Australian Consulate, Monash Room, 34th Floor</i></p>
13:30 – 14:30	<p>Roundtable Discussion: Private Capital Partnerships</p> <p>Delegates will be joined by senior executives from some of the leading US private equity managers for discussion addressing the key issues surrounding identifying and funding growth opportunities.</p> <p>NY Participants include:</p> <ul style="list-style-type: none"> > Andrew Ward, Riverstone Partners > Peter Rose, Blackstone > John Panagakis, TIAA-CREF > Travers Garvin, KKR > Vance Serchuk, KKR

Venue: Australian Consulate, UN Mission Meeting Room, 33rd Floor

Time	Details
14:30 - 15:00	Transit to New York Stock Exchange (NYSE), 11 Wall Street, New York. Transport provided by Austrade.
15:00 – 15:40	NYSE Welcome and introduction to NYSE by Thomas Farley, President <i>Venue: NYSE</i>
15:40-16:00	Tour of NYSE trading floor for Closing Bell <i>Venue: NYSE Trading Floor, 11 Wall Street, New York</i>
16:00 – 17:30	Informal Reception at NYSE for delegates Meet with CEO and senior NYSE staff <i>Venue: NYSE, 11 Wall Street, New York</i>
17:30	Delegates return to The Westin New York Grand Central Hotel. Transport provided by Austrade.
End of Australia United States Business Week program Dinner – Delegates own arrangements	

AUSTRALIA UNITED STATES BUSINESS WEEK



Digital Technology

San Francisco and an optional New York – International Capital Partnerships program

15-22 February, 2016

AUSBW Digital Technology Delegate List

*Deanne Weir	Chairman	Access Innovation Holdings Pty Limited
Serafina Maiorano	Global Chief Executive Officer	Advance
Niels Marquardt	Chief Executive Officer	American Chamber of Commerce In Australia
Innes Willox	Chief Executive	Australian Industry Group
Elmer Funke Kupper	Managing Director and Chief Executive Officer	Australian Securities Exchange Limited
Terry Charalambous	Investment Manager	Australian Super Pty Ltd
Filip Eldic	Executive Director	Bluedot Innovation
Maureen Dougherty	President, Boeing Australia & South Pacific	Boeing Australia Holdings Proprietary Ltd
Angus Armour	Principal Adviser	Business Council of Australia
Nigel Warren	General Manager Global	CSIRO
Larry Marshall	Chief Executive	CSIRO
Lynwen Connick	Prime Minister's Cyber Security Policy Coordinator	Department of Prime Minister & Cabinet
Jeremy Deutsch	Managing Director	Equinix Australia
*Cameron Sinclair	Manager, Private Equity	Future Fund Management Agency
Geoffrey Culbert	President and Chief Executive Officer	GE Australia
Christian Bennett	Vice President - Government Affairs and Policy	GE Australia
Maile Carnegie	Managing Director	Google Australia Pty Ltd
*Stephen Reilly	Chief Operating Officer	Health Employees Superannuation Trust Australia (HESTA)
*Fred Schebesta	Co-Founder	Hive Empire Pty Ltd
Shawn Weir	Managing Director	iConstruct (AUS) Pty Ltd

*Masoud Kolahdouzan	Chief Executive Officer	Inkerz
Jane Long	Senior Deputy Vice-Chancellor and Vice-President	La Trobe University
Peter Williams	Chief Executive Officer	Localz Pty Ltd
Mick Liubinskis	Entrepreneur In Residence	mur-D
Peter Leihn	Director - Business Development and Commercialisation	National ICT Australia Limited (NICTA)
Deirdre Macken	Journalist	News Corp Australia
Eddie Sheehy	Chief Executive Officer	Nuix Pty Ltd
Michelle Deaker	CEO and Managing Director	OneVentures
Atlanta Daniel	Partner	Petrol Peacock
*Phil Scarratt	Technical Director	Precision Framework Australia Pty Ltd
*Damien Frawley	Chief Executive Officer	QIC Limited
*Brian Delaney	Executive Director, Strategy, Clients & Global Markets	QIC Limited
Vikram Sharma	Founder and Chief Executive Officer	QuintessenceLabs Pty Ltd
*Bob Adhar	President and CEO	Randtronics Pty Limited
Mike Hnyda	Chief Executive - Investment Attraction SA	SA Govt - Department of State Development
Paul O'Sullivan	Interim Chief Executive - Group Consumer	Singtel Optus Pty Ltd
Richard Favero	Executive Chairman	Soprano Design Pty Ltd
Paul Bassat	Director	Square Peg Capital Pty Ltd
*John Worton	Director	StudyLane
*Elaine Starkey	Chief Executive Officer	StudyLane
Amy Rosen	US Country Managing Director & General Counsel	Telstra Corporation Limited
Matthew Walker	Managing Director	Tireweb Marketing Pty Ltd
Michelle Simmons	Director, ARC Centre for Quantum Computing	University of New South Wales
Anton Middelberg	Pro-Vice-Chancellor Research and International	University Of Queensland
*Glenn Wightwick	Deputy Vice-Chancellor Research	University of Technology Sydney
Morgan Barron	Director / Owner	Ventnor Capital
Michael Chaney AO	Chairman	Wesfarmers Limited

*Attended the New York International Capital Partnerships program.

Digital Technology Program (San Francisco and New York (Optional))

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Market Background and Stream Overview

The San Francisco Bay Area is at the centre of global technology and innovation. It is home to many of the world's most recognisable technology firms. It has attracted a unique concentration of angel investors, venture capital firms, start-up incubators and accelerators and growth stage PE firms that are finding, funding and guiding the next generation of tech giants.

This thriving technology ecosystem continues to be fuelled by top engineering and entrepreneurial talent which is attracted from around the world and is further boosted by the cluster of world class universities and research institutions such as Stanford, UC Berkeley, UCSF, and Santa Clara.

This self-perpetuating, technology-centric ecosystem continues to evolve, cementing the Bay Area's place as one of the key drivers of growth for the US economy.

The Digital Technology Stream provides delegates with a unique opportunity to interact with some of these investors, researchers, entrepreneurs and thinkers that are shaping the direction of the global technology and innovation.

A particular focus is on Industry Disruption, Cyber Security, and the emergence of the Internet of Things. The program features roundtables, site visits and interactive sessions which provide opportunities for delegates to interact with the leading minds in the industry, providing an opportunity to form alliances, partnerships and to investigate research partnerships and collaboration.



Australian Government



Time	Details
	<p>Delegates to arrive in San Francisco on or before Monday 15 February</p> <p>Recommended accommodation:</p> <p>Grand Hyatt San Francisco, 345 Stockton Street, San Francisco, California 94108 Phone: +1 415 398 1234</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged with the hotel at an additional expense when making your hotel booking.</p>
17:00 – 19:00	<p>Registration and Networking Reception</p> <p>Delegates will register and collect their AUSBW delegate pack, including a lanyard for security and identification for the program of events. Delegates are welcomed to San Francisco by Mr Chris Oldfield, Consul-General and Senior Trade Commissioner San Francisco, the Austrade team and run through the program.</p> <p><i>Venue: Grand Hyatt, Bayview, 36th Floor</i></p>
19:00 – 21:00	<p>Opening dinner and keynote address: Future of Technology</p> <p>Mick Johnson is an Australian-American serial entrepreneur who has founded 3 companies as well as held leadership positions at Facebook. Prior to Facebook, Mick co-founded Whereoscope, which was acquired by Zynga in 2011. Whereoscope was an always-on location platform for smartphones, and the first application for Whereoscope helped parents find their kids. The first company Mick co-founded was GasBag, a gas-price finder that hit #1 in Navigation on the iOS App Store. GasBag had over 600,000 users around the world entering fuel prices and saving money, and hit cash-flow positive within a month.</p> <p>Speakers:</p> <ul style="list-style-type: none">> Chris Oldfield, Consul General and Senior Trade Commissioner, San Francisco (facilitator)> Mick Johnson, Co- Founder, Dessert Labs <p><i>Venue: Grand Hyatt, Union Square, 36th Floor</i></p>
21:00	<p>End of Monday program</p>

Time	Details
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Please wear your AUSBW delegate lanyard for security and identification for all events.

07:30 – 09:00 **Breakfast Briefing: The State of Silicon Valley**

This panel session will bring into conversation three successful Australian entrepreneurs who have built and grown companies in Australia and Silicon Valley. The discussion will explore the state of early stage companies in Silicon Valley and Australia and explore the complexities of the two ecosystems.

Speakers:

- > Ms Holly Cardew, Founder, Pixc
- > Mr Emil Davityan, Co-Founder, Blue Dot Innovation
- > Ms Jenna Tregarthen, Founder, Recovery Record (facilitator)

Venue: Grand Hyatt, Union Square, 36th Floor

09:00 – 09:30 Delegates assemble in the hotel lobby and travel to Airbnb as a group. Transport organised by Austrade.

09:30 – 11:30 **Airbnb Briefing: The Disruptive and On-Demand Economy**

This panel will feature executives from the leading companies which are creating new markets and disrupting industries providing useful insights and connections for those seeking to unlock the opportunity or potential impact for their businesses.

Airbnb is changing the way people rent properties, use the extra space in their homes, and take their vacations by connecting those who need space with those who have it on hand.

Speakers:

- > Sam McDonagh, Country Manager, Australia & New Zealand, Airbnb
- > April Rinne, Independent Advisor- Sharing Economy: Cities, Policy, Travel & Tourism
- > Michael Masserman, Director of International Government Relations, Lyft
- > Molly Turner, Global Head of Civiv Partnerships, Airbnb

Venue: Airbnb, 888 Brannan St, San Francisco

11:30 – 12:00 Delegates travel to Mark Hopkins Intercontinental Hotel, 999 California St, San Francisco. Transport provided by Austrade.

12:00 – 14:00 **Networking Lunch Forum: Privacy and big data**

The advantages of “big data” is a well-established orthodoxy in Silicon Valley. Yet as more companies attempt to reap those benefits, they are increasingly faced with privacy restrictions which threaten to minimise the value of information gleaned from customers and business practices.

In this forum, panellists from CSIRO, Wells Fargo and Equinix will consider the delicate balance which companies face when weighing the contours and extent of their big data strategies.

Focusing on their relationships with customers, governments, and data processors, the proponents and users of big data will discuss the changing environment in which they operate.

Time	Details
	<p>Moderated panel includes:</p> <ul style="list-style-type: none"> > Roger Magoulas, Director of Market Research, O'Reilly Media > Larry Marshall, CEO, CSIRO > Charles Thomas, Chief Data Officer, Wells Fargo > Tony Bishop, Vice President, Equinix <p><i>Venue: Mark Hopkins Intercontinental Hotel, The Room of the Dons, Ground Floor</i></p>
14:00 – 14:30	<p>Delegates travel to NASDAQ Entrepreneurial Center. Transport organised by Austrade.</p>
14:30 – 15:15	<p>Discussion: Innovation Strategy for Corporates</p> <p>Successful businesses are always looking for the “next big thing”, but not every business has the vision, resources, or capacity to make it happen. Looking to the future can be a distraction, and the dangers of going down the wrong path are ever present. How do Bay Area businesses stay relevant while remaining true to their vision and bottom line? This fire side chat will feature tech entrepreneurs who will discuss their strategies for pursuing the future while thriving in the present.</p> <p>RocketSpace is a well-known incubator and accelerator for technology companies in San Francisco.</p> <p>Speakers include</p> <ul style="list-style-type: none"> > Duncan Logan, CEO, RocketSpace > Angus Armour, Principal Advisor, Business Council of Australia <p><i>Venue: NASDAQ Entrepreneurial Center, 505 Howard St, San Francisco</i></p>
15:15 – 16:00	<p>Networking Break</p>
16:00 – 17:00	<p>Discussion: Future of the Tech IPO Market</p> <p>The tech industry is well-known for its volatility, and the current IPO market is no exception. This dialogue will probe how rising interest rates and questions about valuation will impact the future of Silicon Valley’s business model.</p> <p>NASDAQ is the primary securities exchange for technology companies around the world.</p> <p>Speakers include:</p> <ul style="list-style-type: none"> > Bruce Aust, Vice Chairman, NASDAQ > Elmer Funke Kupper, CEO, ASX > Nicola Corzine, Executive Director, NASDAQ Entrepreneurial Center <p><i>Venue: NASDAQ Entrepreneurial Center, 505 Howard St, San Francisco</i></p>

Time	Details
17:00 – 18:30	<p>Networking</p> <p>NASDAQ Vice Chairman, Bruce Aust will invite senior members of NASDAQ as well as executives from listed companies will join the delegation for an end of day networking opportunity.</p> <p><i>Venue: NASDAQ Entrepreneurial Center, 505 Howard St, San Francisco</i></p>
18:30 – 19:00	Delegates travel to Grand Hyatt Hotel. Transport provided by Austrade.
19:00	<p>End of Tuesday Program</p> <p>Dinner – All delegates own arrangements</p>

Wednesday 17 February 2016 Silicon Valley

Time	Details
Please wear your AUSBW delegate lanyard for security and identification for all events.	
07:00 – 08:00	Breakfast - Delegates to make own arrangements
08:00 – 09:30	Delegates meet in lobby of Grand Hyatt and travel to Singularity University. Transport organised by Austrade.
09:30 – 11:30	<p>Singularity University</p> <p>Amin Toufani, Vice President of Singularity will address the group and host a site visit focused on the far-future of technology.</p> <p>Singularity University is part university, part think-tank, part business-incubator. It aims to "educate, inspire and empower leaders to apply exponential technologies to address humanity's grand challenges."</p> <p><i>Venue: Singularity University Building, 20 S. Akron Rd, Moffett Field</i></p>
11:30 – 12:00	Delegates travel to Andreessen Horowitz. Transport arranged by Austrade. <i>(Note: Separate transport will be provided for delegates attending CSIRO Lunch)</i>
12:00 – 13:30	<p>Lunch discussion at Andreessen Horowitz</p> <p>Andreessen Horowitz is one of the giants of venture capital in Silicon Valley. It is consistently on the technology forefront with some of its more notable investments being Twitter, Oculus VR, and AirBnB.</p> <p>This lunch discussion with senior partners from Andreessen Horowitz will focus on the future of innovation and technology.</p> <p>Managing Partner Scott Kapor will lead discussion regarding investment into leading technology to be followed by presentations from founders of two of Andreessen Horowitz's top portfolio companies.</p> <ul style="list-style-type: none"> > Scott Kapor, Managing Partner > Yuval Scarlat, CEO of Capriza

Time	Details
	<ul style="list-style-type: none"> > Orion Hindawi, Co-founder of Tanium <i>Venue: Andreessen Horowitz, Menlo Park</i>
13:30 – 14:00	Delegates travel to HP Enterprise. Transport arranged by Austrade.
14:00 – 16:00	<p>Site Visit and discussion: HP Inc.</p> <p>Site visit to HP Innovation Center and discussion around the current trends in computing and the Internet of Things.</p> <p>Hewlett Packard is known as one of the first true Silicon Valley companies, pioneering advances in computing hardware, printing, and other digital equipment.</p> <p>Speakers:</p> <ul style="list-style-type: none"> > Dion Weisler, CEO, HP inc > Shreekant “Ticky” Thakkar, HP Fellow of Core Technologies <i>Venue: HP Inc., 1501 Page Mill Road, Palo Alto, CA 94304</i>
16:00 – 17:30	Delegates travel to McCormick & Kuleto’s Seafood & Steaks, Ghirardelli Square, 900 North Point St, San Francisco
17:30 – 18:00	Reception at McCormick & Kuleto’s Seafood & Steaks
18:00 – 20:00	<p>Dinner and US Spotlight</p> <p>Delegates will hear from Parker Harris, Co-Founder of Salesforce. Salesforce has rapidly advanced to become the world’s leading customer relationship management (CRM) software company by market share.</p> <p><i>Venue: McCormick & Kuleto’s Seafood & Steaks, Ghirardelli Square, San Francisco</i></p>
20:00 – 20:30	Delegates return to the Grand Hyatt Hotel. Transport provided by Austrade.
20:30	End of Wednesday Program

Time	Details
	<p>Breakfast - Delegates to make own arrangements.</p>
08:00	<p>Meet in Grand Hyatt lobby and travel as a group to Stanford University. Transport arranged by Austrade. Please wear your AUSBW delegate lanyard for security and identification.</p>
09:15 – 11:15	<p>Discussion: Anticipating Tomorrow’s Cybersecurity Threats</p> <p>Stanford’s leading cybersecurity experts will discuss the evolving picture of online threats, mapping out the development of a resilient, adaptive cybersecurity strategy for the future.</p> <p>The Stanford Cyber Initiative studies “cyber-social systems,” in which cyber technologies interact with existing social systems. Social systems comprise the various organizations of human activity, including markets, political arenas, and other communities.</p> <p>FireEye is a leading cybersecurity company which uses a virtual machine-based security platform to provide real-time threat protection for enterprises and governments worldwide. FireEye has over 4,000 customers across 67 countries, including more than 650 of the Forbes Global 2000</p> <p>Participants to include</p> <ul style="list-style-type: none"> > Moderator: Ambassador Jeffery Bleich (former US Ambassador to Australia) > Dr Dan Boneh, Co-Director, Stanford Cyber Initiative > Tony Cole, VP and Global Government CTO, FireEye <p><i>Venue: Paul Brest Hall, 555 Salvatierra Walk, Stanford</i></p>
11:30 – 13:00	<p>Lunch and keynote address “Quantifying cyber risk: Palantir’s data-driven approach to security”</p> <p>Many companies take an ad hoc approach to cybersecurity. Businesses know that cybersecurity something they “should” do, but they often it with no quantitative metrics of value which can help to measure results. In this keynote address, Mr Eric Rosenblum, Chief Cyber Analyst of Palantir, a leading “big data” company will talk about how cyber risk can be quantified, allowing companies to better measure the scope and value of their cybersecurity efforts.</p> <p>Palantir specialises in identifying emerging threats through analysis of large data flows.</p> <p><i>Venue: Paul Brest Hall, 555 Salvatierra Walk, Stanford</i></p>
13:00 – 13:30	<p>Delegates travel to Palo Alto Networks. Transport provided by Austrade.</p>
13:30 – 15:00	<p>Site visit and discussion: Cybersecurity and the Information Sharing Challenge</p> <p>Visit to Palo Alto Networks for discussion about how businesses develop effective countermeasures while protecting their intellectual property. Presentation followed by Q&A.</p> <p>The Cyber Threat Alliance is a group of leading cyber security companies which share threat information for the purpose of improving defences against advanced cyber adversaries. Current members include Fortinet, Intel Security, Palo Alto Networks and Symantec.</p>

Palo Alto Networks is the fastest growing cybersecurity firm in the United States, it specialises in advanced technology to detect and mitigate online intrusions.

McAfee Labs, a division of Intel Security, is one of the pre-eminent companies for threat research, threat intelligence, and cybersecurity thought leadership.

Speakers include:

- > Vincent Weafer, Senior VP, McAfee Labs
- > Rick Howard, Chief Security Officer, Palo Alto Networks
- > Ryan Olson, Director of Threat Intelligence, Unit 42, Palo Alto Networks
- > Sean Duca, Regional Chief Security Officer, Unit 42, Palo Alto Networks

Venue: Palo Alto Networks, 4401 Great America Parkway, Santa Clara

15:00 – 16:30 Delegates travel to Grand Hyatt Hotel. Transport provided by Austrade.

16:30 – 18:00 Delegates own time.

18:00 – 19:00 **Australia United States Business Week (AUSBW) Delegate Registration and Networking Reception**

Delegates from all AUSBW streams are invited to join the Austrade team for a welcome networking reception.

Venue: Grand Hyatt, Ballroom Foyer, (two floors below Lobby Level)

19:00 – 21:00 **Australia United States Business Week Business Dinner**

All Australian United States Business Week delegates and invited US counterparts will be able to network and share experiences at this business dinner. Invitees will hear from the Hon Andrew Robb AO MP, Minister for Trade and Investment and other guest speakers.

Special guest speaker, Ms Beth Comstock, Vice Chair of General Electric (GE) will also address the audience. Ms Comstock leads GE's efforts to accelerate new growth. She operates GE Business Innovations, developing new businesses, markets and service models; drives brand value and partners to enhance GE's inventive culture.

Venue: Grand Hyatt, Grand Ballroom

21:30 **End of Thursday Program**

Friday 19 February 2016 San Francisco

Time	Details
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Please wear your AUSBW delegate lanyard for security and identification for all events.

07:30 – 09:00 **AUSBW All Delegate Breakfast**

This will be an opportunity for all AUSBW delegates to meet for breakfast and hear from Assistant Minister Roy provide a debrief of the San Francisco elements of the programme.

Venue: Grand Hyatt, Ballroom East, Grand Ballroom Level

09:00 Delegates meet in Grand Hyatt lobby and travel as a group to GE Software Center, San Ramon. Transport provided by Austrade.

10:20 – 13:00 **Site visit to GE Software Centre**

Delegates will meet with senior GE Digital executives for an executive overview and dialogue on how GE plans to invent the next industrial era to build, move, and power the world with a focus on the internet of things.

GE senior executive brief will move to an infrastructure and innovation focus - What does this mean for suppliers, partners and GE global footprint and focus?

Delegates will then receive a comprehensive briefing on core areas of investment, as well as tours of GE Digitals facilities.

Speakers:

- > Bill Ruh, Senior Vice President & Chief Digital Officer, GE Digital
- > Russ Dietz, Chief Security Officer & General Manager, Industrial Internet Cyber Security, GE Digital

Facility Tours:

- > Connected Experience Laboratory Tour
- > Customer Design Center Tour

General Electric, with its industrial, consumer, and intellectual capital businesses, is one of the most recognisable consumer brands in America.

Lunch will be provided.

Venue: GE Software Centre, 2623 Camino Ramon, San Ramon

13:00 - 14:30 Delegates will travel as a group to the Grand Hyatt Hotel. Transport arranged by Austrade.

14:30 **End of Friday program**
End of Digital Technology program

Sunday 21 February 2016 New York (Optional)

International Capital Partnerships

Time	Details
	Delegates to arrive in New York City on or before Sunday 21 February 2016 Recommended hotel: The Westin New York Grand Central, 212 East 42nd Street, New York 10017 Telephone: +1 212 490 8900

Time	Details
	<p>Delegates to book online through StarGroups: https://www.starwoodmeeting.com/Book/AustralianTradeCommissionRoomBlock”</p> <p>Reservations can also be made by calling toll free 1 866 961 3782 and asking for the Westin New York Grand Central and the Australian Trade Commission room block.</p> <p>Note: Delegates are responsible for their own flight and accommodation bookings. Transfers from the airport to hotel can be arranged with the hotel at an additional expense when making your hotel booking.</p>

Monday 22 February 2016 New York (Optional)

Time	Details
07:30 – 07:45	<p>Delegate Registration and Welcome</p> <p>Delegates will register and attend a brief welcome session with The Hon Nick Minchin, Consul-General New York.</p> <p><i>Venue: Monash Room, Australian Consulate, 150 East 42nd Street, 34th Floor, New York</i></p>
07:45 – 09:30	<p>Breakfast Networking Session</p> <p>Delegates are invited to participate in a delegate networking reception over breakfast where The Hon Nick Minchin, Consul-General New York will welcome Dr Torsten Slok, Chief International Economist, Deutsche Bank. Dr Slok is one of New York’s most prominent international economists will share his views on emerging themes in the US and Global Economy. Delegates will be joined by members of the Australian Investment and Financial Services Community in New York</p> <p><i>Venue: Australian Consulate, Monash Room</i></p>
09:30 – 11:30	<p>Roundtable: New Business Formation and Venture Capital</p> <p>Delegates will be joined by senior executives from some of the leading US thinkers and managers in new business and venture formation including:</p> <ul style="list-style-type: none"> > John Spirtos, Executive Director, GE Ventures, New Business Creation > Adam Goulburn, Partner, Lux Capital > Remo Carbone, Venture adviser and growth strategist > Bradley Harrison, Scout Ventures > Michael Giles, Third Party Trade <p><i>Venue: UN Mission Meeting Room</i></p>
11:00 – 11:30	Delegates own time (Monash Room)
12:00 – 13:00	<p>Lunch and Moderated Discussion: Investing in Food and Agriculture</p> <p>Moderated discussion focussing on key opportunities, developments and trends in Ag investing.</p> <p>NY based member include:</p> <ul style="list-style-type: none"> > John Goodreds, TIAA-CREF

Time	Details
	<ul style="list-style-type: none"> > Charles Carmona, Westmore Asset Management > Disque Deane, Water Asset Management > Digby Beaumont, BlueSky Asset Management > Debra Goundrey, Hancock Agricultural > Francie Heller, Heller Advisory > David Browne, Paine & Partners > Greg Oberholtzer, WP Global > Paul McMahon, SLM Partners > Hidemoto Mizuhara, Mitsubishi Corporation – Americas > Hironori Kobayashi, Mitsubishi Corporation – Americas > Evelin Herrera, ING Capital LLC > Tony Wood, Blaxland Funds > Geoff Schmidt, National Australia Bank <p><i>Venue: Australian Consulate, Monash Room</i></p>
13:30 – 14:30	<p>Roundtable Discussion: Private Capital Partnerships</p> <p>Delegates will be joined by senior executives from some of the leading US private equity managers for discussion addressing the key issues surrounding identifying and funding growth opportunities.</p> <p>NY Participants include:</p> <ul style="list-style-type: none"> > Andrew Ward, Riverstone Partners > Peter Rose, Blackstone > John Panagakis, TIAA-CREF > Travers Garvin, KKR > Vance Serchuk, KKR <p><i>Venue: UN Mission Meeting Room</i></p>
14:30 - 15:00	<p>Transit to New York Stock Exchange (NYSE), 11 Wall Street, New York. Transport provided by Austrade.</p>
15:00 – 15:40	<p>NYSE</p> <p>Welcome and introduction to NYSE by Thomas Farley, President</p> <p>Venue: NYSE</p>
15:40-16:00	<p>Tour of NYSE trading floor for Closing Bell</p> <p><i>Venue: NYSE Trading Floor, 11 Wall Street, New York</i></p>
16:15 – 17:30	<p>Informal Reception at NYSE for delegates</p> <p>Meet with CEO and senior NYSE staff</p> <p><i>Venue: NYSE, 11 Wall Street, New York</i></p>
17:30	<p>Delegates return to The Westin New York Grand Central Hotel. Transport provided by Austrade.</p>
<p>End of Australia United States Business Week program</p> <p>Dinner – Delegates own arrangements</p>	

AUSTRALIA UNITED STATES BUSINESS WEEK

Attachment C



MedTech

(Houston, San Francisco and Boston)

16-23 February 2016

AUSBW MedTech Delegate List

Glenn Keys	Executive Director	Aspen Medical Pty Ltd
Craig Fitzgerald	General Manager Overseas Operations	Aspen Medical Pty Ltd
Herve Astier	Business Development Manager	BioSA
Helen Christensen	Director and Chief Scientist	Black Dog Institute
Tanya Newhouse	Chief Operating Officer	Clevertar Pty Ltd
David Burton	Chief Executive Officer and Chairman	Compumedics Ltd
Lisa Pettigrew	General Manager - Americas Healthcare & Life Science	CSC Australia Pty Ltd
Paul Savage	Research Director	CSIRO-Manufacturing Flagship
Karen Dado	Business Development Adviser	Department of Industry, Innovation and Science
John Mattick AO	Executive Director	Garvan Institute of Medical Research
Jon Patrick	Chief Executive Officer	Health Language Analytics
George Sidis	Managing Director	IDE Group
Bill Ferris AC	Chair	Innovation and Science Australia
Nicholas Wyman	Chief Executive Officer	Institute For Workplace Skills and Innovation
Kathy Connell	Director, New Ventures ANZ	Johnson & Johnson
Gavin Fox-Smith	Managing Director ANZ	Johnson & Johnson Medical Devices Pty Ltd



Australian Government



James Crompton	Market Access Policy Manager	Johnson & Johnson Pacific Pty Limited
Andrew Hill	Head of Department of Biochemistry and Genetics	La Trobe University - Bundoora Campus
Susi Tegen	Chief Executive	Medical Technology Association of Australia (MTAA)
Heather St John	Chief Operating Officer, Monash Institute of Medical Engineering	Monash University
Ilana Feain	Co-Chief Executive Officer	Nano-X Pty Ltd
Paul Kelly	Managing Director	OneVentures
Nick Gorgani	Chief Executive Officer	OzStar Therapeutics Pty Ltd
Felicity Topp	Chief Operating Officer	Peter MacCallum Cancer Centre
Peter Walsh	Director	QHeart Medical
Bronwyn Evans	Chief Executive Officer	Standards Australia Ltd
Julian Clark	Business Development Manager	The Walter and Eliza Hall Institute of Medical Research
Robert McLaughlin	Professor	University of Adelaide
Doron Ben-Meir	Executive Director, Research, Innovation, & Commercialisation	University of Melbourne - UoM Commercial Ltd
Mark Kendall	Group Leader, Delivery of Drugs and Genes Group	University of Queensland - Australian Institute for Bioengineering and Nanotechnology

MedTech Program

(Houston, San Francisco and Boston)

16-23 February 2016

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Market Background and Stream Overview

Houston is the birthplace of nanotechnology and is home to the largest medical complex in the world - the Texas Medical Centre (TMC). The Texas Medical Centre is the largest employer in the city, with an extensive campus of hospitals (21), non-profit organisations (50) and academic and research institutions (8). The TMC concentrates its operations and research on Genomics; Regenerative Medicine; Innovation; Clinical Trials; and Health Policies. TMC is seeking to expand its commercialisation capacities through the opening of TMCx, an incubator designed to concentrate on the development of medical devices and new drugs.

More broadly, Houston has more than 190 life science and biotechnology companies as well as academic partnerships; nearly 200 cutting edge hospitals and health clinics, and some of the country's top research facilities. Emerging digital health and device technologies are leading a shift in the way healthcare is experienced and delivered.

Within the context of Australia US Business Week, Austrade Houston will host a medical research symposium in conjunction with TMCx, TMC Biodesign, Houston Technology Centre, BioHouston, and the Texas BioAlliance. This program will highlight for delegates the medtech opportunities available in the strongly growing Texan market, and is part of the reason why the Australian Government recently opened an Australian Consulate-General and Australian Trade Commission in Houston.

The symposium will feature tours of various facilities in the TMC, as well as panels on R&D and investing in medical technology. A number of opportunities will be available for delegates to network with the medtech and life science community in Houston. In its entirety the symposium will look to address the challenges and opportunities in the medtech industry from research conception to commercialisation.

San Francisco

Like the core technology sector, biotechnology and medtech have played a strong role in creating and driving the bay area's reputation as the global hub of innovation. California's medical technology industry continues to attract more investment than anywhere else in the United States, and, along with Boston and the medtech hub around Minneapolis in the Mid-West, is recognised as one of the three most influential catalysts for development of the global industry. South San Francisco may not be a household name, but many of the most profitable and forward-looking medical technology companies trace their roots to "the Industrial City". Bay Area universities such as Stanford, UCSF, and UC

Berkeley, along with government-sponsored research institutions such as Lawrence Livermore National Labs are also key parts of the medical technology ecosystem, serving as places where ideas are developed into therapies and devices.

Last year in the bay area, healthcare generated over US\$28 billion in economic activity and employed over 20 per cent of San Francisco workers, including the creation of 40,000 jobs in 2014 alone. Foster City-headquartered Gilead Sciences is valued at US\$170 billion, surpassing many technology giants including IBM. Delegates will join the main AUSBW events in San Francisco, plus two specific medtech activities focused around venture capital investment and a tour with Varian Medical in Silicon Valley.

Massachusetts is the 14th largest state by population in the United States with almost 7 million people. The state is particularly known for its technology rich industries and stem-focused educational institutions; and is the home of Harvard University, the oldest institution of higher learning in the United States, and the Massachusetts Institute of Technology (MIT).

The cities of Boston and Cambridge are two of the most innovative centres in the world, with Kendall Square in Cambridge considered the epicentre of life sciences in the state with 120 companies in a one and a half kilometre radius. The financing environment for innovation and medical sciences has been very strong in the past two years. Last year Boston's innovation economy raised around US\$4 billion in funding alone (over 30 per cent increase from 2013), with many Mass-based start-ups across technology and life sciences making their Wall Street debut as a result of the strong investment environment in recent years, including HubSpot, TripAdvisor, Sage Therapeutics, Zafgen and Radius Health. Venture capital investment in life sciences and medtech is also growing in the state fuelling new company formation. Boston and Cambridge are a global centre for life sciences and medtech investment and innovation, with more than 1100 companies in the Commonwealth of Massachusetts, and over \$2 billion in venture investment raised in 2014. The total capital available for the public biotech companies, alone, is about the size of the State of Rhode Island economy (over \$10 billion).

Like the impact of Stanford in Silicon Valley, Harvard and MIT have been critical to the development of the medical research and commercial sectors in Massachusetts. There are several major medical research precincts which bring together academia, hospitals, major pharmaceutical and medtech research groups, and the start-up communities. This includes the Longwood Medical Area World in Boston, with major renowned medical institutions including Brigham and Women's Hospital, Beth Israel Deaconess Medical Centre, Dana Farber Cancer Institute, Joslin Diabetes Centre, Mass College of Pharmacy, Pfizer, and the Harvard Medical and Dental Schools. The MIT and Cambridge Innovation cluster has one of the highest concentrations of companies in the technology and medtech/life sciences sectors in the world including major research hubs for Novartis, Takeda, Biogen Idec, Genzyme, Disney Research, Apple, Twitter and Amazon.

The Boston program will focus on the role of collaboration between education, finance, government and the manufacturing sector in creating globally competitive research intensive companies. Activities will include discussions with experts on best practice approaches for medical technology financing and commercialisation, engaging with global medtech supply chains, targeted sessions and meetings with research organisations, investors and major multinational companies, and a trip to the Longwood Medical Area.

Tuesday 16 February 2016 Houston

Time	Details
	<p>Delegates to arrive in Houston on or before Tuesday, 16 February</p> <p>Recommended hotel:</p> <p>Houston Marriott Medical Centre, 6580 Fannin St, Houston, TX 77030 Phone: +1 713 796 0080</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged with the hotel at an additional expense when making your hotel booking.</p> <p>Delegates not staying at the recommended hotel are responsible for ensuring that they are at the designated assembly points throughout the program.</p> <p>Please book via this custom reservation link: Book your group rate for Australia 2016</p>
19:00 – 19:30	Delegates to assemble in Houston Marriott Medical Centre hotel lobby and travel as a group to Rio Ranch, 9999 Westheimer Rd, Houston. Transport provided by Austrade.
19:30 – 21:30	<p>Welcome Dinner</p> <p>Delegates will register and collect their AUSBW delegate pack, including a lanyard for security and identification for the program of events. Delegates are joined for a welcome dinner by Minister Sussan Ley MP, Ms Jane Madden, Acting Executive Director of the Tourism, Investment, Education and Programmes Group for Austrade, and the Austrade team.</p> <p>Guest speaker, Mr Glenn Keys, Co-Founder and Managing Director, Aspen Medical will share the experience of Aspen Medical in the US Market with the group. Prior to building and leading businesses in the private sector, Glenn had a distinguished career in the Australian Defence Force (ADF). His service saw him undertake a range of tasks from training to test flying and engineering to logistics support for Army aircraft.</p> <p>Founded in 2003, Aspen has a team of over 2,000 people and operates across Australasia, the Pacific Rim, the Middle East, Africa, the USA and the UK. Aspen Medical delivers on-base healthcare services in support of Australian Defence Force personnel across Australia and provides battle casualty training to service men and women from the Al Minhad Air Base in the UAE. Aspen also managed Australia's response to the Ebola outbreak in West Africa.</p> <p><i>Venue: Rio Ranch, Lone Star Room</i></p>
21:30 – 22:00	Delegates return to Houston Marriott Medical Centre Hotel. Transport provided by Austrade.
End of Tuesday program	

Wednesday 17 February 2016 Houston

Time	Details
	Please wear your AUSBW delegate lanyard for security and identification during the day's events.
08:25 – 09:00	Delegates are to assemble in the Houston Marriott Medical Centre Hotel lobby and then travel as a group to the Texas Medical Centre (TMC). Transport provided by Austrade. A light breakfast will be provided on arrival at the TMC.
09:00 – 09:15	<p>Welcome Briefing: Introduction to Texas Medical Centre (TMC)</p> <p>Minister Ley and delegates will be welcomed to the TMC by Dr Robert Robbins, CEO and President, Texas Medical Centre.</p> <p><i>Venue: Texas Medical Centre, Executive Boardroom, 6550 Bertner Avenue, Houston</i></p>
09:15 – 12:00	<p>Tour of the Texas Medical Centre: TMC and Baylor College of Medicine</p> <p>09:15 – 09:25 The visit will commence with a video on “The Future of TMC”</p> <p>09:25 – 10:00 Q&A session on digital health, medical devices, therapeutics, regenerative medicine, innovation and precision medicine with Mr William (Bill) McKeon, TMC’s Chief Operating Officer</p> <p>10:00 – 10:20 Group splits into two tour groups: half will go on a tour of the Texas Medical Centre (via a tour bus) and the other half will do a (walking) tour of the genomics lab at the Baylor College of Medicine</p> <p>10:30 – 11:10 Tours of the Texas Medical Centre and Baylor College of Medicine Genomics Lab commence</p> <p>11:20 – 12:00 Tours end and groups will swap over</p> <p>12:00 – 12:10 Both Groups will gather and return to the buses to be transported to TMCx</p> <p><i>Venue: TMC, Executive Boardroom & Baylor College of Medicine</i></p>
12:10 – 12:30	Delegates return from tours and transit to the Texas Medical Centre Innovation Institute (TMCx) as one group.
12:30 – 14:30	<p>MedTech pitch and networking session (over lunch)</p> <p>Companies from TMCx and Australia will have 2-3 minutes each to pitch their businesses to investors, partners and each other. Afterwards companies will have the opportunity to network and discuss opportunities for collaboration.</p> <p>Facilitated networking with investors, researchers, clinicians, companies from TMC.</p> <p><i>Venue: TMCx</i></p>
14:30 – 15:30	Moderated Discussion: Investing in Medical Technology

Time	Details
	<p>A panel of speakers covering entrepreneurs, venture capital and investment banks will discuss the types of medical technologies and companies they are investing in; and unique market trends specific to the Texas healthcare market, including investments being spun out from major research organisations such as the TMC. Includes Q&A with delegation.</p> <p>Panellists include:</p> <ul style="list-style-type: none">> Juliana Garaizar, Managing Director, Houston Angel Network (moderator)> Robert Tucci, Co-Founder, Houston Health Ventures and Co-Chair, Sciences and Life Sciences, Houston Angel Network> Farzad Soleimani, Entrepreneur and Emergency Medicine Physician at Baylor College of Medicine> Thomas DeSouza, Managing Director, Allegory Venture Partners <p><i>Venue: TMCx</i></p>
15:30 – 16:15	<p>Tour and brief discussion with Johnson and Johnson at JLABS @ TMCx</p> <p>Hosted by:</p> <ul style="list-style-type: none">> Gavin Fox-Smith, Managing Director, Johnson & Johnson Medical Pty Ltd> Dr Emmanuelle Schuler, Head of JLABS Houston> Kathy Connell, Director, New Ventures, ANZ, Johnson & Johnson Innovation> Raquel Longley, Marketing Specialist, JLABS Houston <p><i>Venue: JLABS @ TMCx</i></p>

Time	Details
16:15 – 17:30	<p>R&D Collaboration Forum: Conception to Commercialisation</p> <p>This session will be moderated by Professor Mattick and will discuss business and collaboration opportunities at TMC and in Australia, including a discussion on how companies commercialise their technology, products, and access potential partners and markets from organisations like TMC.</p> <p>Speakers:</p> <ul style="list-style-type: none"> > The Hon Sussan Ley MP, Minister for Health and Minister for Aged Care > Professor John Mattick AO FAA, Executive Director, Garvan Institute of Medical Research (moderator) > Bill Ferris AC, Chair, Innovation Australia > Dr Daniel Timms, Chief Executive Officer and Chief Technical Officer, BiVACOR > Erik Halvorsen, Director, Innovation Institute, TMCx <p><i>Venue: TMCx</i></p>
17:30 – 18:00	<p>Travel to Rice University. Transport provided by Austrade.</p>
18:00 – 20:30	<p>Business Networking Event in conjunction with Rice University and Jones Partners “Creating a Globally Competitive Life Science Cluster in Houston”</p> <p>Facilitated networking with both TMC, Rice University, Jones Partners and Austrade’s external network, including members of the Austin, Texas MedTech community.</p> <p><i>Venue: McNair Hall, Rice University, 6100 Main Street, Houston</i></p>
20:30 – 21:05	<p>Delegates travel as a group to the Houston Marriott Medical Centre Hotel. Transport provided by Austrade.</p>
<p>End of Wednesday program</p>	

Time	Details
Morning	<p>Breakfast - Delegates own arrangements</p> <p>Delegates travel from Houston to San Francisco</p> <p>Recommended flights:</p> <p>United Airlines flights</p> <p>UA1139 Departing Houston 09:45, Arriving San Francisco 12:14</p> <p>UA1719 Departing Houston 11:52, Arriving San Francisco 14:12</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the hotel to the airport will be provided by Austrade if travelling on the above recommended flights. Transport from airport to hotel in San Francisco will also be provided by Austrade if travelling on the above recommended flights. Delegates travelling on different flights are responsible for their own transfers. These can be arranged directly with the hotels when making your booking.</p> <p>Recommended hotel:</p> <p>Grand Hyatt San Francisco, 345 Stockton Street, San Francisco, California 94108, Telephone: +1 415 398 1234</p> <p>A dedicated website is now available for delegates to book their hotel rooms online. Reservations can be made until 25-Jan-2016 at this web address:</p> <p>https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=14515195</p>
Afternoon	<p>Delegates free time</p> <p>Please wear your AUSBW delegate lanyard for security and identification for the evening's events.</p>
18:00 – 19:00	<p>Australia United States Business Week (AUSBW) Delegate Registration and Networking Reception</p> <p>Delegates from all AUSBW streams are invited to join the Austrade team for a welcome networking reception.</p> <p><i>Venue: Grand Hyatt, Ballroom Foyer, (two floors below Lobby Level)</i></p>
19:00 – 21:30	<p>Australia United States Business Week Business Dinner</p> <p>All Australian United States Business Week delegates and invited US counterparts will be able to network and share experiences at this business dinner. Invitees will hear from the Hon Andrew Robb AO MP, Minister for Trade and Investment and other guest speakers.</p> <p>Special guest speaker, Ms Beth Comstock, Vice Chair of General Electric (GE) will also address the audience. Ms Comstock leads GE's efforts to accelerate new growth. She operates GE Business Innovations, developing new businesses, markets</p>

and service models; drives brand value and partners to enhance GE's inventive culture.

Venue: Grand Hyatt, Grand Ballroom

21:30 **End of Thursday Program**

Friday 19 February 2016 San Francisco

Time	Details
Morning	Please wear your AUSBW delegate lanyard for security and identification during the day's events. Breakfast - Delegates own arrangements
07:30 – 09:00	AUSBW All Delegate Breakfast This will be an opportunity for all AUSBW delegates to meet for breakfast and hear from Assistant Minister Roy provide a debrief of the San Francisco elements of the programme. <i>Venue: Grand Hyatt, Ballroom East, Grand Ballroom Level</i>
08:30 – 10.00	Delegates participating in the MedTech site visit will travel as a group to Silicon Valley Bank. Transport provided by Austrade.
10:00 – 11:30	Moderated Discussion: Investing in Medical Technology II The San Francisco Bay Area leads the nation in Medical Technology and Life Sciences investment. This investment panel will focus on medtech venture capital and talk about the current venture investment environment, what kind of companies and technologies are being funded, challenges, and tips for engaging with venture investors in the United States. Participants include: <ul style="list-style-type: none">> Bill Ferris AC, Chair, Innovation Australia (moderator)> Jon Norris, Managing Director, Healthcare Practice, Silicon Valley Bank> Andrew El Bardissi, Principal, Longitude Capital> Leslie Bottorff, Managing Director, Healthcare, GE Ventures> Frank Torti, Partner, New Enterprise Associates> Andrew Cleeland, Vice President & General Manager TMVR (formerly Twelve Inc.), Medtronic <i>Venue: Silicon Valley Bank, 3005 Tasman Drive, Santa Clara</i>
11:30 – 12.00	Travel to Varian Medical Systems. Transport provided by Austrade.

Time	Details
12:00 – 14:00	<p>Lunch and Site Visit to Varian Medical Systems</p> <p>Varian Medical Systems is one of the world's largest and most prominent Medical Technology Companies. Varian's x-ray and oncology products have made it into a global powerhouse of innovation. This session will focus on innovation, global supply chains and partnership strategies.</p> <p>Participants:</p> <ul style="list-style-type: none"> > Elisha Finney, CFO, Varian Medical Systems > Kolleen Kennedy, Executive Vice President, Oncology Systems <p><i>Venue: Varian Medical Systems, 3100 Hansen Way, Palo Alto</i></p>
14:00 – 15:30	Delegates return to Grand Hyatt Hotel San Francisco. Transport provided by Austrade.
15:30	<p>End of Friday program</p> <p>Dinner – All delegates own arrangements</p>

Sunday 21 February 2016 San Francisco/Boston

Time	Details
	<p>Delegates travel from San Francisco to Boston and arrive in Boston before 18:00 Sunday, 21 February.</p> <p>Recommended flights:</p> <p>We suggest delegates take an early morning flight on Sunday departing 06:00 – 07:30 from SFO non-stop to Boston Logan International Airport to arrive mid to late afternoon.</p> <ul style="list-style-type: none"> > JetBlue B6 434 Departing SFO 07:35 Arriving Boston 16:04 > Virgin America VX350 Departing SFO 07:10 Arriving Boston 15:35 <p>Recommended hotel:</p> <p>The Lenox Hotel, 61 Exeter Street at Boylston, Boston, MA 02116-3505</p> <p>Phone: +1 617 421 4905</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the hotel in San Francisco to the airport will be provided by Austrade if travelling on the above recommended flights. Transport from airport to hotel in Boston will also be provided by Austrade if travelling on the above recommended flights. If travelling on other flights, delegates must arrange their own transfers.</p> <p>Use this link to book Australian Trade Commission</p>

Time	Details
18:00 – 18:30	Delegates to assemble in Hotel Lobby for transport as a group to the College Club, 44 Commonwealth Ave, Boston. Transport provided by Austrade.
18:30 – 20:30	<p>Delegation Boston Welcome Dinner</p> <p>Delegates will be welcomed to Boston by Ambassador Joe Hockey, NSW Minister Stuart Ayres, the Austrade team, and the American Australian Association New England Chair Charlie Grant.</p> <p>Please wear your AUSBW lanyard for this event.</p> <p><i>Venue: The College Club, 44 Commonwealth Ave, Boston</i></p>
20:30 – 21:00	Delegates travel as a group to the Lenox Hotel. Transport provided by Austrade.
21:00	End of Sunday Program

Monday 22 February 2016 Boston

Time	Details
07:30 – 09:00	<p>Welcome Breakfast: Welcome to Boston/Cambridge</p> <p>Austrade will go over the schedule for the day and introduce the breakfast speaker. Delegates will attend a presentation and Q&A session with Dr Vik Khurana, Scientific Co-Founder, and Vice President (Discovery Technologies), Yumanity Therapeutics. Yumanity is an innovative US company focused on transforming drug discovery for diseases caused by protein misfolding.</p> <p>Minister Ayres will introduce Dr Khurana.</p> <p><i>Venue: The Lenox Hotel, Dome Room</i></p>
09:00 – 09:15	Coffee Break
09:15 – 10:45	<p>Panel Discussion: Big MedTech as your supply chain, research, and investor partner</p> <p>Delegates will attend a moderated panel session with leading global healthcare and diagnostics companies.</p> <p>Participants include:</p> <ul style="list-style-type: none"> > Paul Field, Senior Investment Specialist, Australian Trade Commission (Moderator) > Peter Traianou, former Vice President, Medical Affairs Canada, Latin America, Asia Pacific and Greater China, Medtronic > Dr V. Kadir Kadhiresan, Vice President, Venture Investments, Johnson and Johnson Innovation > Dr Matthew Bates, Divisional Vice President, Abbott Point of Care

Time	Details
	<p>> Mark Hall, Director, Abbott Point of Care</p> <p><i>Venue: The Lenox Hotel, Dome Room</i></p>
10:45 – 11:00	Coffee break
11:00 – 12:30	<p>Moderated Discussion: Investing in Medical Technology III</p> <p>A panel of speakers made up of venture capital firms, investment banks and institutional investors will discuss the investment environment for MedTech. This session will cover what areas are being funded, challenges in raising capital - What makes Boston/Cambridge one of the MedTech global investment hubs? What's hot, what's not, getting funded across the investment cycle, and engaging with investors. Also covered are the challenges in raising capital across the investment life cycle, and best practice engagement with investors on the East Coast. Ambassador Joe Hockey will make brief introductory remarks.</p> <p>Participants include:</p> <ul style="list-style-type: none"> > Michael Greeley, General Partner, Flare Capital Partners (Moderator) > Eric Evans, Executive Committee, Mass Medical Angels > Travis Wilson, Partner, Gurnet Point Capital > Ann DeWitt, Senior Director of Investments and Principal, Sanofi-Genzyme BioVentures > Chris Gordon, Managing Director, Healthcare, Bain Capital <p><i>Venue: The Lenox Hotel, Dome Room</i></p>
12:45 – 14:15	<p>Lunch co-hosted with MassMEDIC and invited guests</p> <p>A networking lunch for delegates and invited US guests. Delegates will hear from The Hon Joe Hockey, Australian Ambassador to the United States of America; The Hon Stuart Ayres MP, New South Wales Minister for Trade, Tourism and Major Events, Minister for Sport; Mr Thomas J Sommer, President, MassMEDIC; Dr David Burton, CEO and Chairman, Compumedics Limited; and Mr Doron Ben-Meir, Executive Director of Research, Innovation and Commercialisation, University of Melbourne.</p> <p><i>Venue: The Lenox Hotel, Dome Room</i></p>
14:30 – 14:45	Delegates transit to Greenberg Traurig as a group and register at building lobby before proceeding to conference room. Austrade to provide transport.
14.45 – 16.00	<p>MedTech research commercialisation and public private partnerships</p> <p>This panel will discuss the environment and examples of how Massachusetts and Australia are bringing together public, private, academia, and healthcare sectors to commercialise research, and encourage a more connected medical research ecosystem. The panel will also focus on key issues such as data, IP protection, and commercialisation support.</p>

Time	Details
	<p>Speakers:</p> <ul style="list-style-type: none"> > Dave Dykeman, Co-Chair, Life Sciences and Medical Technology Group, Greenberg Traurig LLP (Moderator) > Professor Mark Kendall, ARC Fellow and Group Leader, Australian Institute for Bioengineering and Nanotechnology, University of Queensland > Lita Nelsen, Director, Technology Licensing Office, MIT > Sanjay Gokhale, Digital Health Cluster Director, Massachusetts eHealth Institute at MassTech <p><i>Venue: Greenberg Traurig LLP Conference Room, 1 International Place, Boston</i></p>
16:00 – 17:15	Delegates return to Lenox Hotel as a group followed by delegates own time.
17:15 – 18:00	Delegates travel to Fenway Park, Boston as a group. Transport provided by Austrade.
18.00 – 21.00	<p>Networking Reception and Dinner</p> <p>This reception and dinner will allow an opportunity to network with companies, advisers, investors and researchers in the Boston MedTech community including relevant members of the American Australian Association New England chapter and Austrade’s high level business network.</p> <p>Speakers:</p> <ul style="list-style-type: none"> > The Hon Mr Joe Hockey, Australian Ambassador to the United States of America > Ms Alice Moore, Under Secretary, Massachusetts Executive Office of Health and Human Services > The Hon Stuart Ayres, MP, New South Wales Minister for Trade, Tourism and Major Events. Minister for Sport > Dr Daniel Isenberg, Professor of Entrepreneurship Practice, Babson Executive and Enterprise Education <p><i>Venue: EMC Club, Fenway Park, 4 Yawkey Way, Boston</i></p>
21:00	Delegates return to The Lenox Hotel. Transport organised by Austrade.
End of Monday Program	

Time	Details
	Breakfast – Delegates own arrangements
08:50	Delegates to assemble in Lenox Hotel Lobby for travel to Longwood Medical Area and travel as a group to Longwood Medical Area.
09:30 – 11:00	<p>Presentation at the Longwood Medical Area in Boston</p> <p>This session will involve a panel presentation with various organisations of the LMA to discuss how the centres collaborate and develop opportunities together, including working with companies, and also include a tour.</p> <p>The Longwood Medical Area (LMA) is a world-class medical and academic centre located between Brookline and Mission Hill.</p> <p>Participants:</p> <ul style="list-style-type: none"> > Samantha O'Connor, Executive Director, Head of Strategy and Business Planning, Pfizer Centers for Therapeutic Innovation (CTI) (Moderator) > Dr John Collins, Chief Operating Officer, Centre for Integration of Medicine and Innovative Technology (CIMIT) > Dr Wanni Davis, Senior Associate, Beth Israel Deaconess Medical Centre > Paul Yaworsky, Chief Operating Officer, Inflammation and Immunology Research at Pfizer > Dr Stephen Soltoff, Assistant Professor of Medicine, Beth Israel Deaconess Medical Centre > Dr Irina Apostolou, Associate Research, Pfizer Centers for Therapeutic Innovation (CTI) <p><i>Venue: Pfizer CTI, 18th Floor, 3 Blackfan Circle, Boston</i></p>
11:00 – 11:30	Delegates return to The Lenox Hotel as a group. Transport organised by Austrade.
11:30 – 13:30	<p>Lunchtime Panel: 'US Healthcare trends and engaging with major customers and partners'</p> <p>A panel session with representatives from advisory firms, universities and major companies.</p> <p>Panellists include:</p> <ul style="list-style-type: none"> > Eve Brunts, Partner, Ropes and Gray > Greg Levine, Partner and Co-chair of the Life Sciences Practice Group, Ropes and Gray > Dr Randall Ellis, Professor of Economics, College of Arts and Sciences and Adjunct Professor, Centre for Health Economics Research and Evaluation, Boston University > Lisa Pettigrew, General Manager, Americas Healthcare and Life Sciences, CSC <p><i>Venue: The Lenox Hotel, Dome Room</i></p>

Time	Details
13:30 – 14:30	Delegation Debrief An opportunity for delegates to reflect on the program and share their experiences. <i>Venue: The Lenox Hotel, Dome Room</i>
14:30 – 15:30	Airport Transfer Austrade will be arranging one airport transfer from the Lenox Hotel to Logan International Airport in Boston in the afternoon following the debrief
End of Australia United States Business Week program	

AUSTRALIA UNITED STATES BUSINESS WEEK

Attachment D



Resources and Energy

(San Francisco and Houston)

18 – 23 February 2016

AUSBW Resources and Energy Delegate List

Shiju Mathews	Managing Director	AICA Engineering Pty Ltd
Robert Hossary	General Manager NSW & ACT	American Chamber of Commerce In Australia
Eric Streitberg	Executive Chairman	Buru Energy Ltd
Clare Savage	Executive Director Policy, Energy & Climate Change	Business Council of Australia
Thomas Murphy	Director, Australia Equity Sales	Citigroup Global Markets Inc
Damian Barrett	Research Director - Onshore Gas	CSIRO
Robert Pritchard	Managing Director	Energy Policy Institute of Australia
*Andrew Vlahov	Chief Executive Officer	Enerji Ltd
Mitch Anderson	Chief Executive Officer	ERM Power
Stephen Bergin	Head of Energy ANZ & SE Asia	Goldman Sachs
Alastair Maxwell	Global Head of Energy, Managing Director	Goldman Sachs
Sharon Wilson	Partner Energy and Resources	Herbert Smith Freehills
William Townsend	General Manager, External Affairs & Joint Venture	INPEX
Joe Hoolahan	Chief Executive Officer - Co-Founder	JESI Management Solutions Pty Ltd
Angelo Dabala	Managing Director	Ochre Energy
John Jetter	Chairman	Otto Energy Limited
Marijana Culjak	Business Development	RayGen Resources Pty Ltd
Robert Cart	Chief Executive Officer	RayGen Resources Pty Ltd
Steven Benn	Manager, Exploration and Production Technologies	Santos Limited
Leo Mullins	Managing Director	Stochastics Simulation
Ian Gibson	Associate Dean, Faculty of Engineering	University of New South Wales



Australian Government



Mark Stickells	Director	University of Western Australia
Peter Coleman	Chief Executive Officer & Managing Director	Woodside Energy Ltd
Frank Cooper	Director	Woodside Energy Ltd
Mark Abbotsford	Adviser to the CEO and Managing Director	Woodside Petroleum Ltd

*Attended the New York International Capital Partnerships program.

Resources and Energy Program

(San Francisco and Houston)

18 – 23 February 2016

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Market Background and Stream Overview

The US ranks number 1 globally in natural gas production and number 3 in oil production. Together, oil and gas supply 65 percent of US energy. The nation's 144 refineries process more than 17 million barrels of crude oil every day. Oil and gas production facilities include 16,000 establishments with a value of shipments of US\$134 billion. To export part of this gas abroad, the industry is currently building four terminals for the export of LNG, three of which began construction in 2014, and many more are in the works.

Texas is recognised as a global Energy hub, leading the nation in total energy production, contributing more than US\$172 billion to the Texas economy per year. Although crude oil and gas exploration and production dominate activities, supporting sectors include electric/ coal/ nuclear power generation, and renewable and sustainable energy generation (non-hydroelectric renewable energy resources, particularly wind). The state of Texas remains a top location in the United States for doing business; in 2015, CNBC ranked Texas second in the country for doing business, behind Minnesota. According to CNBC, the state's high ranking can be attributed to its high-skilled workforce, economic strength and infrastructure network.¹

The city of Houston is a recognised hub for energy and international business with world scale producers and over 3, 000 international first suppliers operating. Twenty-six Fortune 500 companies are headquartered in Houston; including 21 of the 45 Fortune 500 company headquarters that are in Energy, Mining/Crude Oil Production, and Pipelines. Although Houston reputed to be the 'energy capital of the world', the city is also a hub for medical research and international business.

TIHS AUSBW stream will seek to consolidate commercial ties and collaborative research opportunities between Australia and the US, as well as providing an opportunity to engage with higher education institutions on education in science, technology, engineering and maths (STEM). As a resources and energy delegate you will be a part of a unique Australian presence at CERA Week 2016 allowing you unparalleled access to global leadership circles, technology pioneers and industry thought leaders.

¹ CNBC, "America's Top States for Business," <http://www.cnbc.com/2015/06/24/americas-top-states-for-business.html> , accessed August 2015.

Time	Details
	<p>Delegates to arrive in San Francisco on or before Thursday 18 February</p> <p>Recommended hotel:</p> <p>Grand Hyatt San Francisco, 345 Stockton Street, San Francisco, CA 94108 Telephone: (415) 398-1234</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to hotel can be arranged with the hotel at an additional expense when making your hotel booking.</p> <p>Delegates not staying at the recommended hotel are responsible for arranging their own transfers and ensuring that they are at the designated assembly points throughout the program.</p> <p>A dedicated website is now available for delegates to book their hotel rooms online. Reservations can be made at this web address: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=14515195</p>
18:00 – 19:00	<p>Australia United States Business Week (AUSBW) Delegate Registration and Networking Reception</p> <p>Delegates will register and collect their AUSBW delegate pack, including a lanyard for security and identification for the program of events. All AUSBW delegates are invited to join the Austrade team for a welcome networking reception.</p> <p><i>Venue: Grand Hyatt, Ballroom Foyer (two floors below Lobby Level)</i></p>

Time	Details
19:00 – 21:30	<p>Australia United States Business Week Business Dinner</p> <p>All Australian United States Business Week delegates and invited US counterparts will be able to network and share experiences at this business dinner. Invitees will hear from the Hon Andrew Robb AO MP, Minister for Trade and Investment and other guest speakers, including Australia's Ambassador to the US, the Hon Joe Hockey.</p> <p>Special guest speaker, Ms Beth Comstock, Vice Chair of General Electric (GE) will also address the audience. Ms Comstock leads GE's efforts to accelerate new growth. She operates GE Business Innovations, developing new businesses, markets and service models; drives brand value and partners to enhance GE's inventive culture.</p> <p><i>Venue: Grand Hyatt, Grand Ballroom</i></p>
21:30	End of Thursday Program

Friday 19 February 2016 San Francisco (Optional)

Time	Details
Please wear your AUSBW delegate lanyard for security and identification during the day's events.	
07:30 – 09:00	<p>AUSBW All Delegate Breakfast</p> <p>This will be an opportunity for all AUSBW delegates to meet for breakfast and hear from Assistant Minister Roy provide a debrief of the San Francisco elements of the programme.</p> <p><i>Venue: Grand Hyatt, Ballroom East, Grand Ballroom Level</i></p>
09:00 – 10:30	Delegates meet in Grand Hyatt Hotel lobby and travel to site visits. Transport provided by Austrade.
10:30 – 14:00	<p>Option 1 – Site visit to GE Software Centre</p> <p>Delegates will meet with senior GE executives for an executive overview and priorities. This dialogue will explain how GE plans to invent the next industrial era to build, move, power, and cure the world.</p> <p>GE senior executive brief will move to an infrastructure and innovation focus - What does this mean for suppliers, partners and GE global footprint and focus?</p> <p>Delegates will then receive a comprehensive briefing on the Ventures team core areas of investment focus or break out into smaller briefings with selected delegates on:</p> <ul style="list-style-type: none"> > Software and analytics > Healthcare > Energy > Advanced Manufacturing

General Electric, with its industrial, consumer, and intellectual capital businesses, is one of the most recognisable consumer brands in America.

Lunch will be provided.

Venue: GE Software Centre, 2623 Camino Ramon, San Ramon, CA 94583

10:30 – 12:00 **Option 2 – Site visit to SolarCity**

Opportunity for delegates to meet with senior representatives from SolarCity and to take a tour of one of the Bay Area's preeminent alternative energy companies. SolarCity is America's largest solar power provider.

Venue: SolarCity, 47700 Kato Road, Fremont, Fremont, California

12.00 – 13.15 Delegates travel to Mark Hopkins Intercontinental Hotel, 999 California St, San Francisco. Transport organised by Austrade.

13:30 – 15:00 **Roundtable discussion with Bay Area renewable companies**

Held in partnership with the California Energy Storage Alliance and Strategen Consulting, the roundtable will be an opportunity for delegates to participate in a discussion with Bay Area renewable companies focused on current issues relating to renewable energy, storage and energy efficiency technology.

Venue: Mark Hopkins Intercontinental Hotel, 6 Continents Room, Mezzanine Level

15:00 – 15:15 Delegates travel to Grand Hyatt as a group. Transport organised by Austrade.

15:15 **End of San Francisco program**

Sunday 21 February 2016 San Francisco - Houston

Time	Details
Morning	Breakfast – Delegates own arrangements and free time. Delegates check out of hotel. Delegates travelling on recommended flight assemble in hotel lobby and leave for San Francisco International Airport.
12:50	Depart San Francisco for Houston on United Airlines flight UA1483.
18:35	Arrive Houston and leave for the Hilton Americas-Houston Hotel. Transport provided by Austrade for delegates travelling on this flight. Note: Delegates travelling on other flights are responsible for arranging their own transfers.
20:00	Delegates arrive at hotel for check-in and Register for CERAWeek 2016 Recommended hotel: Hilton Americas-Houston, 1600 Lamar St, Houston, Texas 77010 Telephone:+1 713-739-8000

Time	Details
	<p>All delegates should make their reservations via passkey. All rooms reserved through the passkey link are the responsibility of the individual guest and are 100% pre pay non-refundable.</p> <p>ONLINE BOOKING LINK: https://resweb.passkey.com/go/2016AustralianConsulate</p> <p>Note: Delegates are responsible for their own flight bookings. Transfers from the airport to the recommended hotel can be arranged with the hotel at an additional expense when making your hotel booking.</p> <p>Delegates not staying at the recommended hotel are responsible for arranging their own transfers and ensuring that they are at the designated assembly points throughout the program.</p> <p>CERA Week Registration - Delegates are asked to utilise this time to finalise their conference 'check-in' process at the CERA Week registration booth, in the foyer of the hotel. A dedicated AUSBW Partnership registration desk will be available during this time.</p>

End of Sunday Program

Dinner - Delegates own arrangements

Monday 22 February 2016 Houston

Time	Details
07:00 – 08:15	<p>Breakfast - Delegates own arrangements.</p> <p>CERA Week Registration - Delegates are asked to utilise this time to finalise their conference 'check-in' process at the CERA Week registration booth, in the foyer of the hotel. A dedicated AUSBW Partnership registration desk will be available during this time.</p> <p>Please wear your AUSBW delegate lanyard for security and identification during the day's events.</p> <p><i>Venue: Hilton Americas-Houston, Speaker and Partner Registration area.</i></p>
08:15 – 08:30	<p><i>Delegates make their way to Australian Government Partner Suite – 332 (Level 3)</i></p>
08:30 – 09:30	<p>Delegate Welcome briefing AUSBW Partnership Program</p> <p>Delegates will be joined by the Austrade team for a welcome briefing.</p> <p><i>Venue: Australian Government Partner Suite – 332 (Level 3), Hilton Americas-Houston</i></p>
09:30 - 10:00	<p>Delegates assemble in hotel lobby and travel to University of Houston as a group. Transport provided by Austrade.</p>
10:00 – 11:30	<p>Site Visit, Energy Technology Park External to CERA Week</p> <p>Opportunity for delegates to tour University of Houston's Energy Technology Park. The initiative combines multiple research areas including fossil fuels, biofuels, renewables, energy storage and electric power. Potential for select delegates to tour the Park's semi-conductor facility and receive an 'in depth dive' on research initiatives.</p> <p><i>Venue: University of Houston, 5000 Gulf Fwy #226, Houston, TX 77023</i></p>

Time	Details
11:30 – 13:20	<p>Commercialising Energy Technologies External to CERA Week</p> <p>Informal lunch with leading academics, institutions and industry representatives on how to foster innovation and achieve effective commercialisation. A presentation by the University of Houston’s Chief Energy Officer will focus on the collaborative efforts of local institutions, the partnerships that exist with the commercial sector, and the emerging role of technology divisions within oil and gas majors and tier one suppliers. Roundtable participants will include energy-focused leaders from Rice University, the University of Houston and Texas A&M, as well as commercialisation-focused experts from Shell, NASA, Halliburton, Schlumberger and Houston energy technology company incubators.</p> <p>Light lunch to be provided.</p> <p><i>Venue: University of Houston, 5000 Gulf Fwy #226, Houston, TX 77023</i></p>
13:30	<p>Depart Energy Technology Park.</p> <p>Delegates split into two groups – Option 1 and Option 2 and travel to site locations.</p>
14:30 – 16:00	<p>Option 1</p> <p>Site Visit PPI, PEMEX External to CERA Week</p> <p>PEMEX PPI is the international procurement arm of PEMEX Group. Their role is to identify and acquire imported goods and services for the PEMEX Group.</p> <p><i>Venue: 10344 Sam Houston Park Drive, Suite 100, Houston</i></p>
16:00 – 16:45	<p>Delegates return to the Hilton Americas-Houston Hotel. Transport provided by Austrade.</p>
16:45 – 18:30	<p>Attendance at the CERA Week Public Program</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
14:00 – 14:45	<p>Option 2</p> <p>Site Visit to Chevron’s Energy Technology Company</p> <p><i>Venue: Decision Support Center, 1400 Smith St/ 1500 Louisiana St, Houston</i></p>
14:45 – 15:15	<p>Delegates return to the Hilton Americas-Houston Hotel. Transport provided by Austrade.</p>
15:15 – 18:30	<p>Attendance at the CERA Week Public Program</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
18:30 – 19:30	<p>CERA Week Welcome Reception CERA Week Public Program</p> <p>“Energy Transition: Strategies for a New World”</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
19:30 – 21:30	<p>Australian Networking Dinner co-hosted with IHS AUSBW Partnership Program</p>

Time	Details
	<p>The Hon Josh Frydenberg MP, Minister for Resources, Energy and Northern Australia will co-host and present the Australian investment opportunity to a small group of targeted global energy leaders and all AUSBW delegates.</p> <p><i>Venue: Grand Ball Room Level 4 – Room J, Hilton Americas–Houston,</i></p>

End of Monday Program

Tuesday 23 February 2016 Houston

Time	Details
<p>Please wear your AUSBW delegate lanyard to all events.</p>	
07:15 – 07:30	<p>AUSBW delegation morning briefing AUSBW Partnership Program</p> <p>Delegates will be joined by the stream leader for an informal morning briefing.</p> <p><i>Venue: Australian Government Partner Suite 332 (Level 3), Hilton Americas-Houston</i></p>
07:30– 08:40	<p>Breakfast and Strategic Dialogues CERA Week Public Program (Choose One)</p> <p>Strategic Dialogues provide insights and presentations on key strategic topics, followed by interactive discussion among presenters and session participants.</p> <ul style="list-style-type: none"> > Midstream & NGL's > Global Oil Demand: A Pause of Lasting Downshift to Lower Growth? > Asian Oil Demand: A Pause or Lasting Downshift to Lower Growth? > Future of Oil Services > Taking the Measure of Latin America's Upstream Industry > Canadian Oil & Gas: What do Market & Political Changes Mean? > Africa's Upstream Hotspots: Where to Next? > Squeezing More from Brownfields in a Low Oil Price Environment > State of the Industry: Russian Oil's Present & Future > North American Refining: Is the Best Behind – or Ahead? <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
08.50 – 09:25	<p>Welcome & Ministerial Address</p> <ul style="list-style-type: none"> > HE Ali Al-Naimi, Minister of Petroleum & Mineral Resources, Kingdom of Saudi Arabia > Daniel Yergin(Chair), Vice Chairman, IHS – CERAWEEK Conference Chairman > <i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i>
09:30 – 10:00	<p>Opening Oil Address CERA Week Public Program</p> <p>Keynote address by Ben van Beurden, Chief Executive Officer, Royal Dutch Shell. Welcome from Daniel Yergin, Vice Chairman, IHS CERAWEEK Conference Chair.</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
10:00 – 10:30	<p>Oil Keynote Address CERA Week Public Program</p> <p>Keynote address by Yilin Wang Chairman, CNPC. Moderated by Daniel Yergin, Vice Chairman, IHS CERAWEEK Conference Chair.</p>

Time	Details
10.30 – 11.00	Select delegates move to EPIC 1 – or – delegates own time
11:00 – 12:15	<p>Australian Government hosted Energy Partner Informal Conversation AUSBW Partnership Program</p> <p>Minister Frydenberg and select members of AUSBW delegation to participate in a discussion with prominent players in the global energy industry. Topics include:</p> <ul style="list-style-type: none"> > Financing oil and gas exploration and production activities > Australian investment opportunities > Specific JV and farm in opportunities <p>Note: Delegate participation is limited. Those delegates not participating in the Conversation may choose to attend public program activities or the Energy Innovation Pioneers Showcase.</p> <p><i>Venue: Room - 335B (Level 3), Hilton Americas–Houston</i></p>
11:30 – 12:40	<p>Option 2 – Other Delegates</p> <p>Concurrent Strategic Dialogues CERA Week Public Program</p> <p>Strategic Dialogues provide insights and presentations on key strategic topics; followed by interactive discussion among the presenters and between session participants and panelists. Choose from:</p> <ul style="list-style-type: none"> > NOC Strategies for a New World > HSE Strategies for a Cost Constrained World > Mexico’s Upstream Opportunities > North American Upstream: The Landscape to 2020 > IOC Strategies for Differentiation & Growth > Global Refining: The Role of Refining Centers > Financing Upstream Investment: Who, What & How Much? > The Disruptors: How New Industry Players & Mobility Options May Impact the Transportation Market & the Role of Oil? > The Middle East: A Transition to What? > Global Oil Market Outlook: Low Oil Prices—More to Come? > Intersection of Technology & Major Projects: Raising Industry Capital Efficiency <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
12:30 – 14:00	<p>Luncheon and Keynote Address CERA Week Public Program</p> <ul style="list-style-type: none"> > Daniel Yergin (Chair), Vice Chairman, IHS CERAWEEK Conference Chairman > Lord Browne, Chairman, L1 Energy > Mark Papa, Partner, Riverstone Holdings <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
14:15 – 15:15	<p>Ministerial Plenary CERA Week Public Program</p> <ul style="list-style-type: none"> > Carlos Pascual(Chair), Senior Vice President, Global Energy, IHS > HE Mohammed Hamed Saif Al-Rumhy, Minister of Oil & Gas, Oman > HE Tomás Estrada González, Minister of Mines & Energy, Colombia > HE Dharmendra Pradhan, Minister of Petroleum & Natural Gas India <p><i>Venue: Grand Ball Room Level 4 Quad (Rooms EFHI), Hilton Americas–Houston</i></p>

Time	Details
15:15 – 15:40	<p>CEO Dialogue CERA Week Public Program</p> <ul style="list-style-type: none"> > Daniel Yergin (Chair), Vice Chairman, IHS CERAWeek Conference Chairman > José Antonio González Anaya, Chief Executive Officer, Pemex > Carlos Pascual(Co Chair), Senior Vice President, Global Energy, IHS <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
15:50 – 16:15	<p>IHS Oil Watch: How Resilient is Supply? CERA Week Public Program</p> <ul style="list-style-type: none"> > Jim Burkhard Chief Researcher, Global Oil Markets & Energy Scenarios, CERAWeek Vice Chairman, IHS > Bhushan Bahree, Senior Director & Advisor, Global Oil Markets, IHS > Roger Diwan, Vice President, Global Energy & Finance, HIS <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
16:20 – 17:30	<p>Concurrent Plenaries CERA Week Public Program (Choose One)</p> <ul style="list-style-type: none"> > Downstream <ul style="list-style-type: none"> – Kurt Barrow (Chair), Vice President, Downstream Research & Consulting, IHS – Greg Garland, Chairman and CEO, Phillips 66 – Philippe Sauquet, President, TOTAL Refining & Chemicals – Ulirch Spiesshofer, CEO, ABB Group > Upstream <ul style="list-style-type: none"> – Mohammed Al Qahtani, Acting Business Line Head of Upstream, Saudi Aramco – Lamar McKay, Chief Executive, Upstream BP – Steve Williams, President & CEO, Suncor Energy – Atula Arya (Chair), Senior Vice President, IHS Energy, IHS <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
17:45 – 18:10	<p>AUSBW Delegates move to Australian Government Partner Suite 332 (Level 3)</p>
18:10 – 18:30	<p>Informal briefing with Minister Frydenberg AUSBW Partnership Program</p> <p><i>Venue: Australian Government Partner Suite 332 (Level 3), Hilton Americas–Houston</i></p>
18:30 – 19:30	<p>Australian Government Private Reception AUSBW Partnership Program</p> <p><i>Venue: Australian Government Partner Suite 332 (Level 3), Hilton Americas–Houston</i></p>
19:30 – 21:15	<p>CERA Week Dinner and Keynote Address CERA Week Public Program</p> <p>Keynote address by Stanley Fischer, Vice Chairman, Federal Reserve Board.</p> <p>Chair: Daniel Yergin, Vice Chairman, IHS CERAWeek Conference Chairman</p> <p>Note: Open seating for AUSBW delegates.</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
End of Tuesday Program	

Time	Details
	Please wear your AUSBW delegate lanyard to all events.
07:30 – 08:40	Breakfast and Strategic Dialogue with the Minister for Resources, Energy and Northern Australia, The Hon Josh Frydenberg MP AUSBW Partnership Program Topic: New LNG Entrants – Identifying the Success Factors This session is an opportunity for delegates to hear expert commentaries and dialogues, external to and from within the delegation on the Australian opportunity. Minister Frydenberg will deliver welcome remarks and participate in a panel discussion chaired by an IHS regional expert. The breakfast will be open invitation to all CERA Week delegates to attend. <i>Venue: Grand Ball Room Level 4 Quad – Room J, Hilton Americas–Houston,</i>
08:40 – 09:00	AUSBW Delagte move to Delegate debrief session with Minister
09:00 – 09:30	Delegate debrief session with Minister AUSBW Partnership Program An opportunity for delegates to reflect on the program and share their experiences with the Minister. <i>Venue: Australian Government Partner Suite 332 (Level 3), Hilton Americas–Houston</i>
09:25 – 10:40	Global Gas Plenary CERA Week Public Program <ul style="list-style-type: none">> Iain Conn, CEO, Centrica> Yuji Kakimi, President, JERA> Meg Gentle, President of Marketing, Cheniere <i>Select delegates only - Please ensure arrival at Energy Partner Informal Conversations (EPIC) venue by 11:00 am.</i> <i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i>
10:40 – 11:40	Select AUSBW Delegates move to EPIC
11:00 – 12:15	Option 1 – Selected Delegates Australian Government hosted Energy Partner Informal Conversation AUSBW Partnership Program Minister to lead a discussion considering the role of energy research and innovation and the increasing importance of improving overall efficiencies and productivity in global supply chains. This is an opportunity to promote leading Australian capabilities in this area. Energy research and innovation is vital to combatting current high cost environments. How can industry wide collaboration be enhanced and what role do niche technology and services providers play in its achievement. What role do enabling technologies play? Does this mean a ‘new normal’ for companies servicing global value chains? Note: Delegate participation is limited. Those delegates not participating in the Conversation may choose to attend public program activities or the Energy Innovation Pioneers Showcase.

Time	Details
	<i>Venue: Room – 335B (Level 3), Hilton Americas–Houston</i>
11:20 – 12:35	<p>Option 2 – Other Delegates</p> <p>Concurrent Strategic Dialogues CERA Week Public Program</p> <p>Strategic Dialogues provide insights and presentations on key strategic topics; followed by interactive discussion among the presenters and between session participants and panelists. Choose from:</p> <ul style="list-style-type: none"> > Future of Offshore E&P – The Play Grab for the Next Generation > Europe’s Future Gas Supplies > Tightening the Valves on Global Methane Emissions > LNG Costs & Innovation > Rethinking Gas Pricing & Contract Terms > North American Shale: Productivity Progress > Asia Markets with Divergent Paths: “Premium” Markets versus Emerging Countries > Energy & Petrochemicals <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
12:45 – 14:05	<p>Lunch and Keynote Address CERA Week Public Program</p> <p>Keynote speaker: Ernest Moniz, Secretary of Energy, United States Department of Energy</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
14:15 – 15:25	<p>Ministerial Dialogue AUSBW Partnership Program</p> <ul style="list-style-type: none"> > Hon Josh Frydenberg, Minister for Resources, Energy & Northern Australia – Australia > Hon James Carr, Minister of Natural Resources – Canada > Hon Pedro Joaquin Coldwell. Secretary of Energy – Ministry of Energy of Mexico > Hon Dr Yuval Steinitz, Minister Of National Infrastructure, Energy & Water Resources, Israel <p><i>Hosted by Daniel Yergin, Vice Chairman, IHS</i></p> <p><i>Venue: Grand Ball Room Level 4 Quad (Rooms EFHI), Hilton Americas–Houston</i></p>
15:35 – 16:45	<p>Concurrent Plenaries CERA Week Public Program (Choose One)</p> <ul style="list-style-type: none"> > Midstream Plenary <ul style="list-style-type: none"> – Greg Armstrong, Chairman & CEO, Plains All American – Gregory Ebel, Chairman, President & CEO, Spectra Energy – Jim Teague, Chief Executive Officer, Enterprise Products Partners – Ed Kelly(Chair), Managing Director, Americas Gas & Power Consulting, IHS > Gas Markets Plenary <ul style="list-style-type: none"> – Bob Ineson (Chair), Managing Director, North American Natural Gas & Global LNG Research, IHS – HE Seyed Mohammad Hossein Adeli, Secretary General, GECF – Klaus Schäfer, CEO, Uniper – B.C. Tripathi, Chairman & Managing Director GAIL (India) Ltd <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>

Time	Details
17:00 – 18:15	<p>The Future of North American E&P: Independents CEO Dialogue CERA Week Public Program</p> <ul style="list-style-type: none"> – Daniel Yergin (Chair), Vice Chairman, IHS CERAWEEK Conference Chairman – David Hager, President & CEO, Devon – Scott Sheffield, Chairman & CEO, Pioneer Natural Resources <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
18.20 – 19.30	<p>Conference Wide Reception CERA Week Public Program</p>
19:30 – 21:30	<p>Insight Dinners CERA Week Public Program</p> <p>CERAWEEK Insight Dinners provide a relaxed and informal opportunity for discussion among industry peers and experts. Each dinner centers on a key theme and features thought provoking remarks by distinguished commentators, followed by moderated discussion and Q&A with dinner participants. CERAWEEK Insight Dinners are open to all CERAWEEK delegates, but seating at each is limited and on a first come first served basis. These sessions are closed to the media.</p> <ul style="list-style-type: none"> > Women Leaders in Energy > Future of Solar: The Next Frontiers of Growth > Cyber-Security & The Digital Transformation: The Promise & the Peril > Clean Power Plan: What Now? > Smart Cities, Smart Homes: The Customer of the Future > US Energy Policy in an Election Year & Beyond <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>

End of Australia United States Business Week program

Delegates have the opportunity to stay on for the remainder of the CERA Week Public program, which concludes on Friday 26th February 2016

Thursday 25 February 2016 Houston – Optional CERA Public Program

Time	Details
<p>Please wear your <u>CERA Week delegate lanyards</u> for security and identification during the day's events.</p>	
07:30 – 08:40	<p>Breakfast and Strategic Dialogue CERA Week Public Program (Choose One)</p> <p>Strategic dialogues provide insights and presentations on key strategic topics, followed by interactive discussion among presenters and session participants.</p> <ul style="list-style-type: none"> > How Europe is Managing its Energy Transition: Lessons Learned > North America: Power Logistics & the New Fuel Dynamic > Latin America Renewables Heating Up: Thermal Competing or Complementing? > EPA's Clean Power: The Challenge Ahead

Time	Details
	<ul style="list-style-type: none"> > Texas Power: Shaping the Future > The Future of Asia's Power Markets: How Changing Business Models are Creating New Opportunities & Redefining Fuel Competition > Electricity Consumers: What Do They Want? <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
08:50 – 09:55	<p>North American Power CEO Dialogue CERA Week Public Program</p> <ul style="list-style-type: none"> > Christopher Crane, Present and CEO, Exelon > Thomas May, Chairman, President and CEO, Eversource Energy <p>Chaired by Lawrence Makovich, IHS Chief Power Strategist</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
09:55 – 10:25	<p>Electric Power at the Crossroads: A Global View CERA Week Public Program</p> <ul style="list-style-type: none"> > Mohammed Al Hammadi, CEO, Emirates Nuclear Energy Corporation > Enrique Ochoa Reza, General Director, Federal Electricity Commission of Mexico > Peter Terium, CEO, RWE <p>Chaired by Daniel Yergin, IHS Vice Chairman</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
10:25 – 11:25	<p>Power Markets, Policy & Technology Plenary CERA Week Public Program</p> <ul style="list-style-type: none"> > Lisa Davis, Member of the Managing Board, Siemens > Mohamed Al Hammadi, Chief Executive Officer, Emirates Nuclear Energy Corporation > Mohamed Al Hammadi, Chief Executive Officer, Emirates Nuclear Energy Corporation > Enrique Ochoa Reza, Chief Executive Officer, Federal Electricity Commission of Mexico > Carlos Pascual(Chair), Senior Vice President, Global Energy, IHS <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
11:25 – 11:55	<p>Special Global power Address CERA Week Public Program</p> <p>Speaker is Zhenya Liu, Chairman, State Grid Corporation of China</p> <p>Chaired by Daniel Yergin, IHS Vice Chairman</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
12:05 – 13:15	<p>Strategic Dialogue CERA Week Public Program (Choose One)</p> <p>Strategic Dialogues provide insights and presentations on key strategic topics; followed by interactive discussion among the presenters and between session participants and panellists.</p> <ul style="list-style-type: none"> > Future of Coal: When is the Upturn? > Power System & Grid Operations: Keeping the Lights on Through an Era of Change > Electric Power Finance: Balancing Risk & Return > Renewable Power: Expectations for Scale > Electric Market Structure: Continued Evolution > The Power Generation Mix: Managing Under Uncertainty

Time	Details
	<ul style="list-style-type: none"> > New Power Technologies: Innovating to Meet the Climate Change Imperative <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
13:25 – 14:35	<p>Lunch and Keynote Address CERA Week Public Program</p> <p>Keynote speaker: Norman Bay, Chairman, Federal Energy Regulatory Commission Chaired by Daniel Yergin, IHS Vice Chairman</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
14:45 – 15:45	<p>Climate Change: What’s Ahead? CERA Week Public Program</p> <ul style="list-style-type: none"> > Anita Marangoly George, Senior Director, Energy and Extractives, World Bank Group > Robert Orr, UN Special Adviser on Climate Change; Dean of the School of Public Policy, University of Maryland <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
15:45 – 16:10	<p>Presidential Dialogue CERA Week Public Program</p> <ul style="list-style-type: none"> > HE Paul Kagame, President – Republic of Rwanda > Daniel Yergin(Chair), Vice Chairman, IHS CERAWEEK Conference Chairman <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
16:25 – 17:35	<p>Technology: The Shape of things to Come CERA Week Public Program</p> <ul style="list-style-type: none"> > Kim Greene, EVP and COO, Southern Company > Bazmi Husain, Chief Technology Officer, ABB Group <p>Chaired by Jone-Lin Wang, Vice President, Global Power IHS</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
17:50 – 18:30	<p>IHS Expert Discussions CERA Week Public Program (Choose One)</p> <p>IHS Expert Discussions provide presentations and outlooks by IHS analysts, followed by interactive discussions. Each session provides insight on strategies, risk, and opportunities in a new energy area.</p> <ul style="list-style-type: none"> > Latin America Gas and Power Trends > Middle East Power Trends > North American Power Trends > Energy Infrastructure Security > North American Gas and Power Scenarios: Incorporating Policy Risk in Strategic Planning > Power Generation Technology and Cost Trends > Two part Harmony: Mexico, US Gas and Power Dynamics > Fuel Prices: An IHS Perspective <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
18:30 – 19:30	<p>Conference Wide Reception CERA Week Public Program</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>

Time	Details
19:30 – 21:30	<p>Dinner and Keynote CERA Week Public Program</p> <ul style="list-style-type: none"> > JB Straubel, Chief Technical Officer, Tesla Motors <p>Chaired by Daniel Yergin, Vice Chairman, IHS CERA Week, Conference Chairman</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>

Friday 26 February 2016 Houston

Time	Details
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Please wear your CERA Week delegate lanyards for security and identification during the day's events.

07:30 – 08:30	<p>Reflections of CERA Week 2016: What we have learned and where do we go from here? CERA Week Public Program</p> <ul style="list-style-type: none"> > Antonia Bullard, Vice President Energy > Jim Burkhard, Chief Researcher, Global Oil Markets and Energy Scenarios, CERA Week Vice Chairman IHS > Roger Diwan, Vice President, Global Energy and Finance IHS > Michael Stoppard, Chief Strategist, Global Gas and Vice, Chair of CERA Week IHS > Lawrence Makovich, Chief Power Strategist, Vice Chair, CERA Week IHS <p>Chaired by Atul Arya, Senior Vice President, IHS Energy, IHS</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
08:30 – 09:20	<p>Demographics & the Second Machine Age</p> <ul style="list-style-type: none"> > Nicholas Eberstadt, Henry Wendt Chair in Political Economy, American Enterprise Institute > Andrew McAfee, Principal Research Scientist and Co-founder, Initiative on the Digital Economy; Author, The Second Machine Age, MIT > Zbyszko Tabernacki(Chair), Vice President, Economics & Country Risk, IHS <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
09:20 – 10:00	<p>Prospects of the Middle East and the World CERA Week Public Program</p> <ul style="list-style-type: none"> > William Burns, president, Carnegie Endowment for International Peace <p>Chaired by Carlos Pascual, Senior Vice President, Global Energy IHS</p> <p><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
10:20 – 11:30	<p>Frontiers of Science and Innovation: Future technologies to meet the energy and climate challenge – The View from MIT CERA Week Public Program</p> <ul style="list-style-type: none"> > Robert Armstrong, Director, MIT Energy Initiative; Chevron Professor of Chemical Engineering Massachusetts Institute of Technology > Yogesh Surendranath, Assistant Professor Chemistry, Massachusetts Institute of Technology > Yet-Ming Chiang, Professor, Materials, Science and Engineering, Massachusetts Institute of Technology

Time	Details
	<ul style="list-style-type: none"> <li data-bbox="427 147 1552 215">> Kristala Jones Prather, Associate Professor, Massachusetts Institute of Technology <p data-bbox="427 230 1023 264">Chaired by Daniel Yergin, IHS Vice Chairman</p> <p data-bbox="427 280 1259 313"><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
11:30 – 12:30	<p data-bbox="427 365 1430 443">The US and Global Energy Future: Policy Dialogue CERA Week Public Program</p> <ul style="list-style-type: none"> <li data-bbox="427 459 1241 492">> John Cornyn, Majority Whip, United States Senate (Texas) <li data-bbox="427 495 1544 528">> Lisa Murkowski, Chairman, US Senate Energy and Natural Resources Committee <p data-bbox="427 544 1023 577">Chaired by Daniel Yergin, IHS Vice Chairman</p> <p data-bbox="427 607 1259 640"><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>
12:30 – 14:00	<p data-bbox="427 689 1106 723">Networking Lunch CERA Week Public Program</p> <p data-bbox="427 734 1259 768"><i>Venue: Hilton Americas–Houston, See CERA WEEK schedule.</i></p>

COMPANY MARKETPLACE

A Taste of South Australia
Accor Hotels - Perth
AEA Luxury Tours + Mount n Beach Safaris
Australian Natural Treasures Touring
Australian Tourism Partners
Australia's Coral Coast
Australia's North West Tourism
Australia's South West
Baillie Lodges
Barossa Tourism
Beautiful Tours Australia
Boutique Tours Australia
BridgeClimb Sydney
Bunyip Tours
Coral Expeditions
Crown Hotels - Melbourne and Perth
Currumbin Wildlife Sanctuary
Desert Cave Underground Hotel
Eco Safaris Queensland
Eureka Skydeck & Tramcar Restaurant
Europcar
Exceptional Kangaroo Island
Exmouth Diving Centre
Fantasea Cruising Sydney
Featherdale Wildlife Park
Federal Group - Saffire Freycinet and The Henry Jones Art Hotel
Fitzroy Island Resort
Glasshouse Mountains Ecolodge
Great Southern Rail
Hamilton Island
Hanson Bay co pty ltd
Jungle Surfing Canopy Tours
Kangaroo Island Wilderness Tours
Kimberley Outback Tours
Kingfisher Bay Resort
Lets Go Surfing
Limestone Coast Local Government Association
Luxury Lodges of Australia
Melbourne Short Stay Apartments
Moonlit Sanctuary Wildlife Conservation Park
North Star Cruises Australia
Orpheus Island
Pacific Hotel Cairns
Parker Travel Collection
Perth Region Tourism Organisation
Phillip Island Nature Parks
Premier Travel Tasmania
Quicksilver Group
Reef Magic Cruises

Sailaway Port Douglas & Aristos Port Douglas
SeaLink Travel Group & Captain Cook Cruises
Searoad Ferries
SEIT Outback Australia
Sensational Sydney Cruises Pty Ltd
Spicers Retreats
Sydney Bespoke Tours
Sydney Opera House
Sydney Outback
Sydney Princess Cruises-Oz Whale Watching
Taronga Zoo
Tasmanian Devil Unzoo
TFE Hotels
Thala Beach Nature Reserve
The CaPTA Group
The Langham Melbourne
The Louise Barossa Valley
The Reef House & Spa
Tourism Holdings (Britz/Maui/Mighty Campervan Rentals)
Tourism Noosa
Tourism Tropical North Queensland
Two Feet & a Heartbeat
Visit Sunshine Coast
Visitoz
Voyages Indigenous Tourism
WAITOC
Walk Melbourne Tours
Whitsundays Marketing & Development
Wild Bush Luxury
Wildlife Tropical North Queensland
AEA luxury Tours + Mount 'n Beach Safaris
ATS Pacific
Australian Attractions
Boutique Tours Australia Pty Ltd
Crown Hotels Australia
Federal Group
Freeman Corporation
Gold Coast Tourism Corporation
Limestone Coast Local Government Association
SeaLink & Captain Cook Cruises
Sydney Opera House
Sydney Princess Cruises
The Colonial Tramcar Restaurant
Tourism & Transport Forum Australia
Tourism and Events Queensland
Tourism Holdings Limited
Tourism Tasmania
Tourism Victoria
Voyages Indigenous Tourism Australia

AGENDA

Monday, February 22, 2016

- 4.00pm Australia Tourism Summit 2016 Registration
Huntington Ballroom Foyer
- 5.00pm Official Opening of the 2016 Australia Tourism Summit and
THE REEF Performance by Australian Chamber Orchestra
Huntington Ballroom
- Introduction
Jane Whitehead
Vice President The Americas, Tourism Australia
- Remarks from
Richard Tognetti AO
Artistic Director of Australian Chamber Orchestra
- 6.00pm Opening Reception hosted by Virgin Australia & Delta Airlines
Horseshoe Garden
- 7.00pm Opening Dinner hosted by Virgin Australia & Delta Airlines
Viennese Ballroom
- Opening Remarks: "Launch of Coastal & Aquatic Program"
Minister for Tourism and International Education
Senator the Hon. Richard Colbeck
- Sponsor Remarks
Vito Anzelmi
Regional Sales Director, North American, Virgin Australia

Tuesday, February 23, 2016 - Huntington Ballroom

- 8.00am Breakfast - Viennese Ballroom
- 8.00am Registration - Huntington Ballroom Foyer
- 9.00am Welcome Address of the 2016 Australia Tourism Summit
Tony South
Chairman, Tourism Australia
- Senator the Hon. Richard Colbeck
Minister for Tourism and International Education
- 9.20am Meeting Tomorrow's Luxury Consumer Today
Shiv Singh
Senior Vice President & Global Head of Digital and Marketing
Transformation, VISA
- Audience Questions
- 10.15am Refreshment Break
- 10.40am Selling to the Luxury Consumer
Stephen Kraus, Ph. D
Chief Insights Officer, Ipsos MediaCT
- Audience Questions
- 11.20am Ultra Luxury Partnership Strategies
Shelly Cline
President, TCS World Travel
- Audience Questions

AGENDA

- 11.55am Conversation to Conversion, What's App?
Matthew Upchurch
Chairman and Chief Executive Officer, Virtuoso Ltd.
- Audience Questions
- 12.45pm Lunch hosted by Virgin Australia & Delta Airlines
Viennese Ballroom
- Sponsor Remarks
Michelle Lee
Director of Global Sales Southwest, Delta Airlines
- 2.15pm Summit Resumes
The Editorial Roundtable
Katherine Droga
General Manager, Western Markets & Global Distribution
Development, Tourism Australia
- Dana Cowin
Creative Director, Chefs Club by Food & Wine
- Richard David Story
Editor-In-Chief, DEPARTURES
- Nathan Lump
Editor, Travel + Leisure
- Audience Questions
- 3.15pm Australia's Unique Brand of Experiential Luxury
Craig Wickham
Owner and Chief Executive Officer, Exceptional Kangaroo Island
- Audience Questions
- 3.45pm Refreshment Break
- 4.05pm Leaping into the Unknown - Expanding the Boundaries of a Travel Brand
Joe Diaz
Chief Product Officer and Co-Founder, AFAR Media
- Audience Questions
- 4.45pm Harnessing Your Customer's Content to Transform Your
Advertising Strategy
Jesse Desjardins
Global Manager Social & Content, Tourism Australia
- Jaci Hays
Head of Global Brand Partnerships, GoPro
- Audience Questions
- 5.15pm Summit Conclusion
Frances-Anne Keeler
Deputy Chief Executive Officer, Tourism Australia
- 5.30pm Networking Reception - Lobby Lounge
- 6.30pm Summit Dinner - Viennese Ballroom



Suppliers

Australia Marketplace - February 24 - 26, 2016

Home	Schedule	Schedule Information	Additional Roadshow Opportunity	Application Information	Application Form	Hotel and Travel
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Schedule *(subject to modification)*

Tuesday 23 February 2016 Australian suppliers arrive and check in to The Langham, Huntington, Pasadena, Los Angeles CA

Wednesday 24 February 2016

11.00 am - 6.00 pm	Registration Opens (<i>Huntington Ballroom Foyer</i>)
1.00 pm - 1.45 pm	Supplier Briefing (<i>Viennese Ballroom</i>)
2.00 pm - 3.00 pm	Set-up for retail travel agent event (<i>Huntington Ballroom</i>)
3.00 pm - 5.00 pm	Los Angeles Retail Travel Agent Tradeshow (<i>Huntington Ballroom</i>)
6.00 pm - 7.00 pm	Welcome Reception – all delegates (<i>Horseshoe Garden</i>)
7.15 pm - 9.30 pm	Welcome Dinner – all delegates (<i>Viennese Ballroom</i>)

Thursday 25 February 2016

7.45 am – 8.45 am	Marketplace Breakfast (<i>Viennese Ballroom</i>)
8.50 am – 9.00 am	Opening Remarks (<i>Huntington Ballroom</i>)
9.00 am - 10.40 am	B2B Appointments (<i>Huntington Ballroom</i>)
10.40 am - 10.55 am	AM Tea Break (<i>Huntington Ballroom Foyer</i>)
10.55 am - 12.25 pm	B2B Appointment Resume (<i>Huntington Ballroom</i>)
12.30 pm - 1.45 pm	Marketplace Lunch (<i>Viennese Ballroom</i>)
1.50 pm - 3.20 pm	B2B Appointment Resume (<i>Huntington Ballroom</i>)
3.20 pm - 3.35 pm	PM Tea Break (<i>Huntington Ballroom Foyer</i>)
3.35 pm - 5.25 pm	B2B Appointment Resume (<i>Huntington Ballroom</i>)
5.30 pm - 6.30 pm	Marketplace Reception (<i>Viennese Terrace</i>)
6.30 pm - 8.30 pm	Marketplace Dinner (<i>Viennese Ballroom</i>)

Friday 26 February 2016

7.45 am – 8.45 am	Marketplace Breakfast (<i>Viennese Ballroom</i>)
9.00 am - 10.40 am	B2B Appointments Resume (<i>Huntington Ballroom</i>)
10.40 am - 10.55 am	AM Tea Break (<i>Huntington Ballroom Foyer</i>)
10.55 am - 12.25 pm	B2B Appointment Resume (<i>Huntington Ballroom</i>)
12.30 pm - 1.45 pm	Marketplace Lunch (<i>Viennese Ballroom</i>)
1.50 pm - 3.20 pm	B2B Appointments Resume (<i>Huntington Ballroom</i>)
3.20 pm - 3.35 pm	PM Tea Break (<i>Huntington Ballroom Foyer</i>)
3.35 pm - 5.15 pm	B2B Appointment Resume (<i>Huntington Ballroom</i>)
5.15 pm - 5.20 pm	Marketplace Conclusion (<i>Huntington Ballroom</i>)
5.30 pm - 7.00 pm	Farewell Reception (<i>Lobby Lounge</i>)

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Attachment F - AUSBW Business Dinner

Contact	Title	Organisation
Adam Ellison	Founder	Modbot
Adam Frost		
Adam Wand	Group Lead, Global Public Policy	Visa
Al Ramadan	Co-founder & Partner	Play Bigger Advisors, LLC.
Alan Wigan	CEO	Finfish Enterprise
Alastair Mitchell	Chief of Staff	
Alberto Rodriguez-Navarro		
Alex Berger	Director, Industry Engagement at Capability Acquisition & Sustainment Group	Defence Materiel Branch - Embassy of Australia
Alex Herber	Global Content Editor	Xero
Alex North	Co-Founder	Dessert Labs
Alexandra Kinloch	Director	The Inside Academy
Ali Rayl	Director of Customer Experience	Slack
Alister Ferguson	CEO	Arcadian Organic & Natural Meat Co Pty Ltd
Allie Cefalo	PR Director	Campaign Monitor
Amar Senan	Managing Director	Woodside Capital
Ambassador Bleich	Former US Ambassador to Australia	Munger, Tolles & Olson LLP
Amy Rosen	US Country Managing Director & General Counsel	Telstra
Andrew Denver	EIR	SVFIRM
Andrew ElBardissi	Principal	Longitude Capital
Andrew Hill	Head of Department of Biochemistry and Genetics	La Trobe University
Andrew Metcalfe AO	Partner	Ernst & Young
Andrew Stapleton	Director of Corporate Strategy	Bio-Rad Labs. Inc.
Andrew Sutherland	Founder	Quizlet
Andrew Vlahov		Intergy

Andrew Vlahov		Intergy
Andy Tsao	Managing Director	Silicon Valley Bank
Angela Freeman	Manager	Wildlife Tropical North Queensland
Angelo Dabala	Managing Director	Ochre Energy
Angus Amour	Adviser	Business Council of Australia
Anjali Jain		Australian Trade Commission
Anthony Marcar	Senior Architect, Mobile Engineering	Walmart Labs
Anthony Murfett	Minister Counsellor, Industry, Science and Education	Australian Government
Anton Middelberg	Pro-Vice-Chancellor Research and International	University of Queensland
Arun M. Kumar	Director General of the U.S. and Foreign Commercial Service and Assistant Secretary for Global Markets	U.S. Department of Commerce
Ashley Collins	Principal Consultant	ArcBlue Consulting
Ashod Donikian	Founder & CEO	Navisens
Atlanta Daniel	Partner	Signal Ventures
Ben Adamson	Managing Director	Refrigeration Engineering International Pty Ltd
Ben Ball	Business Development Manager	Austalian Trade Commission
Ben Dillaway	Media Adviser	
Ben Hartney	Senior Technical Program Manager	My FitnessPal
Bertram Meyer	Co-Founder and President	Taulia
Beth Comstock	Vice-Chair	GE
Bill Dembinski	Vice President, Americas and Global Partner Marketing	Equinix
Bill Ferris AC	Chair	Innovation and Science Australia
Bob Adhar	President & CEO	Randtronics Pty Limited
Bobbi Dunphy	Head of Strategic Partnerships	Treasure8
Brad McIntyre	Australia Marketing	Eventbrite

Brendan Hammer	First Assistant Secretary, Americas Division	Department of Foreign Affairs and Trade
Brian Carnahan	Trade Director	State Government of Victoria
Bronwyn Evans	Chief Executive Officer	Standards Australia Ltd
Bruce Gosper	CEO	Australian Trade Commission
Bruce Griffin	Director	Tresed Pty Limited
Caen Contee	Co-Founder & CEO	Connect
Cameron Hill	Senior Media Adviser	Office of the Minister for Trade and Investment
Cameron Yuill	Managing Partner	Propeller.vc
Candice Wu		RocketSpace
Carl Hartmann	CEO & Co-Founder	Temando
Cheryl George	Investment Adviser	Australian Trade Commission
Chris Doherty	Senior Manager Climate Change And Sustainability Services	Ernst & Young
Chris Fry	Executive Advisor	Adventure Capital
Chris Gosselin	Senior Operations Manager	Hyperloop Transportation Technologies
Chris Knepler	Post Manager Chicago	Australian Trade Commission
Chris Oldfield	Consul General & Senior Trade Comissioner	Australian Trade Commission
Christian Bennet		GE Australia
Christopher Lambert		
Christopher Mitchell	Executive Director	Project Sea Dragon Pty Ltd
Christopher Warren	JSK affiliate	Stanford University
Clare Savage		BCA
Craig Bosworth	Chief of Staff	Office of the Minister for Health, Aged Care and Sport
Craig Fitzgerald	General Manager Overseas Operations	Aspen Medical Pty Ltd
Daidipya Patwa		Solar City
Damian Barrett	Research Director - Onshore Gas	CSIRO (HO)
Damian Eads	Founder & Chief Technologist	wise.io
Damian Mahoney	Founder	Stackla
Dan Loflin	COO	Growing Energy Labs inc

Daniela Rees		Austalian Trade Commission
Danielle Morris	Manager Investor Visas	Australian Trade Commission
Dave Hui	Head of Corporate Strategy & Development	HireVue
David Shephard	Regional Director - Australia and NZ	Tanium
David Arnold	President	The Asia Foundation
David Aughton	Director	Rubicon Systems Australia Pty Ltd
David Burton	Chief Executive Officer and Chairman	Compumedics Ltd
David Camerlengo	Trade & Investment Commissioner – North America	Trade & Investment Queensland
David Cannington	Co-Founder	Nuheara
David Napper	Director of Sales - BI, Analytics, Financial and Theoretical Food Cost Reporting for Restaurant	Ctuit Software
David Schonstein	Data Scientist	Smart Sparrow
David Studdert	Professor	Stanford University
David Zehner	Managing Partner	Bain & Company
Dean Flynn	CEO	FoyerLive
Dean Kelly	Founder	HeyLets, Zanui
Dean Smith		Salesforce
Deanne Weir	Chairman	Access Innovation
Deborah Then	Psychologist	askdrdeb
Deirdre Macken	Journalist	News Corp Australia
Demetrios Marantis	Senior Vice President, Global Government Relation	Visa
Denver Dale	Chairman & CEO	Tecton Capital Partners LLC
Derek Ephrem	Business Development Manager	Australian Trade Commission
Dominic Keller	AVP	Willis Towers Watson

Doron Ben-Meir	Executive Director, Innovation, Research & Commercialisation	University of Melbourne
Dror Ben-Naim	Founder & CEO	Smart Sparrow
Duncan Challen	Executive Director, International Trade & Investment	New South Wales Government
Duncan Logan	CEO	RocketSpace
Eddie Sheehy	CEO	Nuix Pty Ltd
Elaine Zelby	Senior Marketing Manager	Capriza
Elmer Funke Kupper	Managing Director & CEO	Australian Securities Exchange
Emil Davityan	Co-Founder	Bluedot Innovation
Eric Streitberg	Executive Chairman	Buru Energy Ltd
Erica Kesel	Director, Resource Development	The Asia Foundation
Felicity Topp	Chief Operating Officer	Peter MacCallum Cancer Centre
Filip Eldic	Executive Director	Bluedot Innovation
Francisco Cordero	Chief Revenue Officer	Pocketmath
Fred Schebesta	Co-Founder	Hive Empire Pty Ltd
Gareth Simpson	Adviser	Office of the Minister for Trade and Investment
Gavin Fox-Smith	Managing Director ANZ	Johnson & Johnson Medical Devices Pty Ltd
Gavin Norris	Director	Tresed
Geoff Williamson	CEO & Executive Director	Silicon Turbines Systems
Geoffrey Culbert	President & CEO	GE Australia
George Foster	Professor	Stanford University
George Sidis	Managing Director	IDE Group
Gina Rinehart	Chairman	Hancock Prospecting
Glenn Keys	Executive Director	Aspen Medical Pty Ltd
Glenn Rice	Assistant	Hancock Prospecting
Glenn Wightwick	Deputy Vice-Chancellor Research	University of Technology Sydney
Gordon Stirling	Vice President, Functional Design	Advantage Fitness Products

Graham Schaffer	Pro Vice Chancellor, College of Science, Health & Engineering	La Trobe University
Greg McAnulty	Federal Director Australia	Palo Alto Networks
Greg Wurster	Principal	Pacific Heights Advisors LLC
Guy Danskine	Global Account Manager	Equinix
H.E The Hon Joe Hockey	Australian Ambassador to the USA	Australian Ambassador to the USA
Heather St John	Chief Operating Officer, Monash Institute of Medical Engineering	Monash University
Helen Christensen	Director and Chief Scientist	Black Dog Institute
Herve Astier	Business Development Manager	BioSA
Holger Meinke	Director, Tasmanian Institute of Agriculture	University of Tasmania
Holly Cardew	CEO	Pixc
Hope Frank	Global Chief & Digital Officer	Nexusguard
Ian Gibson	Associate Dean, Faculty of Engineering	University of New South Wales
Ian Reilly	CEO	Agersens
Ilana Feain	Co-CEO	Nano-X Pty Ltd
Innes Willox	Chief Executive	Australian Industry Group
Jacqueline Park	CEO	Walkley Foundation
Jake Radloff	Vice President	Intertrust Group
James Crompton	Market Access Policy Manager	Johnson & Johnson Pacific Pty Limited
James Mayock	Managing Partner	E&M Mayock
Jamie Pride	Managing Director	REFFIND
Jan Drobnik	Minister-Counsellor Defence Science & Technology	Embassy of Australia
Jane Long	Senior Deputy Vice-Chancellor & Vice-President	La Trobe University

Jane Madden	a/Executive Director of Tourism, Investment, Education and Programmes Group	Australian Trade Commission
Jaquii Burgess		
Jason Georgatos	Partner	Partners for Growth
Jason Smale	Director of Product Strategy	Zendesk
Jenna Tregarthen	Co-Founder	Recovery Record
Jeremy Deutsch	Managing Director, Australia	Equinix
Jeremy Howard	CEO	Enlitic
Jessica Richman	Business Development Manager	Australian Trade Commission
Jie Zhu	Partner	Petrinovich Pugh & Co LLP
Jim Carreker	Owner & Managing Director	The Louise and Appellation
Joanna Burnet	Owner & Co-Founder	VisitOz
Joe Kaesshaefer	Counselor for Commercial Affairs	U.S. Consulate Sydney
John Angley	Senior Trade Commissioner	Australian Trade Commission
John Jetta	Chairman	Otto Energy Limited
John Johnston	Business Development Adviser	Department of Industry, Innovation and Science
John Lloyd	CEO	Horticulture Innovation Australia Limited
John Patrick	CEO	Health Language Analytics
John Scull	Managing Director	Southern Cross Venture Partners
John Stewart	CEO	Simulation Australasia
Johnathan Norris	Managing Director	Silicon Valley Bank Life Sciences
Jonathan Villet	Strategic & Creative Services Director (Principal)	OneWorld Communications
José Acacio	Assistant Director, International Strategies Branch	Department of Health
Julian Clark	Business Development Manager	The Walter and Eliza Hall Institute of Medical Research
Justyn Walsh	Chief Investment Officer	Arcadian Organic & Natural Meat Co Pty Ltd

Karen Dado	Business Development Adviser	Department of Industry, Innovation and Science
Karl Rodrigues	Deputy Director Energy	CSIRO
Kate Johnson	Adviser	Office of the Assistant Minister for Innovation
Kate Kendall	Founder & CEO	CloudPeeps
Katherine van Ekert	Co-Founder	Vet Pronto
Kathy Connell	Director, New Ventures ANZ	Johnson & Johnson (Janssen-Cilag Australia)
Keith McLean	Director	CSIRO Manufacturing
Kelly Sims	Investment Commissioner	Australian Trade Commission
Krista Canellakis	Deputy Innovation Officer	Office of Mayor Edwin M Lee
Kristen Stone	Business Development	Coinbase
Kristina Gibson	Head of International - Product	Lyft
Kurt Schmidt	Strategic Advisor	Intel
Laki Kondylas	Trade & Investment Commissioner	New South Wales Government Australia
Larry Marshall	Chief Executive	CSIRO
Laura Huddle	Head of Marketing Australia	Eventbrite
Lauren Hannan	Executive Officer, Established Markets	Australian Trade Commission
Lawrence Street	General Manager	CSIRO Commercial and Governance
Leighton Reid		Alloy Ventures
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Mark Stickells	Director	University of Western Australia
Mark Tamplin	Leader, TIA Food Safety Centre	University of Tasmania
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Marwan Forzley	CEO	Align Commerce
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Michael Masserman	Director, Government Relations	Lyft
Michael McNerney	Founder	Efflux Systems

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Michaela Groeneveld		
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Morgan Barron	Director & Owner	Ventnor Capital
Myles Byrne	Founder	Bradfield
Nand Ramchandani	Director Governmental Affairs	OSIsoft
Naomi Baer	Principal	Partners in Scale
Natalia Galin	Consultant	Natalia Galin
Natasha Buckie	Global Director of Business Development	DesignCrowd
Nathan Sampimon	CEO	AngelCube
Nicholas Wyman	CEO	Institute For Workplace Skills and Innovation
Nick Crocker	PM	MyFitnessPal
Nick Genovese	CoFounder	Memphis Meats
Nick Gorgani	CEO	OzStar Therapeutics Pty Ltd
Niels Marquardt	CEO	American Chamber of Commerce in Australia
Nigel Warren	General Manager Global	CSIRO
Nikita Tuckett		
Nikki Quinn	Consumer Investing	Lightspeed Venture Partners
Nikki Quinn	Consumer Investing	Lightspeed Venture Partners
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Orion Hindawi	President and CTO	Tanium Inc.
Ozan Onay	President	Bradfield
Pablo Pantaleoni	CEO & Co-Founder	Medtep

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Paul Kelly	Managing Director	OneVentures
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Peter Leihn	Director	CSIRO/Data61 Business Development and Commercial
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Peter Schutz	Chairman	Food Innovation Australia Limited
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Peter Williams	Chief Executive Officer	Localz Pty Ltd
Phaedon Stough	Co-Founder	The Mitchelllake Group
Phil Scarratt	Technical Director	Precision Framework Australia Pty Ltd
Philip Jarvis	Managing Director	Direct Agriculture Pty Ltd
Prerana Mehta		Australian Trade Commission
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Richard Kurtz	Director of Corporate Strategy	Bio-Rad Labs. Inc.

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Richard Norton	Managing Director	Meat & Livestock Australia
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Robert Hilmer		
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Ron Yerkes		RocketSpace
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Stephen Dash	Founder	Credible Labs
Stephen Johnston	Co-founder	Aging2.0
Stephen Reilly	Chief Operating Officer	Health Employees Superannuation Trust Australia (HESTA)

Steve Goldberg	Partner	Venrock
Steve Huff		iPug
Steve Meller		CSIRO
Steve Outtrim	Chairman	ekoLiving
Stuart Argue	Co-Founder	Recovery Record
Stuart B Richardson	Founder & Managing Partner	Adventure Capital
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Sunil Salhotra	CEO	Pangaea (NT)
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The Hon Andrew Robb AO MP	Special Envoy for Trade	Special Envoy for Trade
The Hon Steven Ciobo	Minister for Trade and Investment	Minister for Trade and Investment
The Hon Sussan Ley MP	Minister for Health, Aged Care and Sport	Minister for Health, Aged Care, and Sport
The Hon Wyatt Roy MP	Assistant Minister for Innovation	Assistant Minister for Innovation
The Hon. Stuart Ayres MP	Minister for Trade, Tourism and Major Events	New South Wales Government
Thomas Murphy		Citi-Group
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Tony Grimminck	CFO	Hotel Tonight
Travis Hedge	Analyst	Silicon Valley Bank
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Vikram Sharma	Founder and CEO	QuintessenceLabs Pty Ltd
William Townsend	General Manager, External Affairs & Joint Venture	INPEX

Zoe McKenzie	Chief of Staff	Office of the Special Envoy for Trade
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