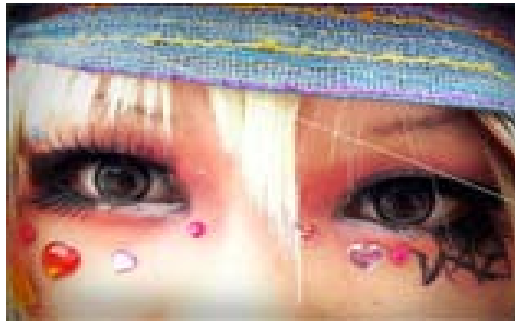




AsiaConnect 2007



WELCOME



Sid Myer

Chairman, Asialink

“Why Asia? 3.9 billion people live there... and Australia’s fastest growing trading partners too.”

Since 1998, when we first started AsiaConnect, Australia’s influence in Asia has grown immeasurably. We are now seeing Asia strategy taking front and centre in corporate Australia and we’ll see some examples of that today.

Why Asia you may say? 3.9 billion people live there; they are some of the world’s fastest growing economies, particularly China and India, and Australia’s fastest growing trading partners too.

Today’s speakers represent a truly distinguished group of professionals actively engaged in Asia.

OPENING KEYNOTE



Mark Dal Pra

Group General Manager of Longhaul, Jetstar

‘For Asia – “one-size fits all” approach doesn’t really work.’

Jetstar started off as a very domestic carrier, but speaking of marketing opportunities in Asia, over 70% of our business will be in this Asia-Pacific region in the next three years. So it really changes the footprint and shape of Jetstar.

We adapted our services going into Asia: to the Japanese market we were exporting tourism and for our Japanese customers a VB suddenly becomes an Asahi. And we started offering things like green tea, oolong tea and miso soup.



Sin May Leong

Manager, Human Resources Planning, Jetstar

“Being in a growth industry, we expect to grow ten folds in the next 24 or 36 months.”

For international long haul operation, from conception, business plan approval to marketing to the first flight is less than twelve months – that’s the pace of us launching every new destination.

LUNCH KEYNOTE



David Hornery

Managing Director, Asia, ANZ
Banking Group Limited

“The war for talent in Asia is absolutely intense.”

Building a strong and sustainable business in Asia. There is no easy answer; it's a very complex topic. There are many dimensions to it: it's about competitive advantage, about what you choose to do but increasingly in Asia it's what you choose not to do.

If there is one key thing to building a strong and sustainable business in Asia – it's the people agenda. The war for talent in Asia is absolutely intense. If you can get the people agenda right, then get everything that flows from that. The battleground of the future is setting things right in staff engagement.

The thing is working in Asia, if you don't have the capacity to understand intuitively with the customers, the government and the staff you work with, as a Westerner you just get put in the deep freeze. Australians are quite good at overcoming this in an Asian context.

We began as a business between Australia, New Zealand and Asia, but the size of the intra-Asia opportunity is fifteen, twenty, thirty times bigger. We have the opportunity to participate in a market that is far bigger than anything before, but you need to understand the inter-country dynamics.

CLOSING KEYNOTE



Chris James

General Manager and Senior Vice
President, MTV Networks SE Asia/
Licensing, MTV Asia LDC

“With digitalisation gone are the days when you can just market on the screen... now we look at multi platforms.”

Asia is indeed a very young population with the bulk of its population under 30 years old. When working with 12 to 24 year olds, you find yourself working with no less than three quarters of a billion.

In our research we've found four major trends in Asia: Globalisation, Localisation, Fragmentation and Digitisation. How do we reach young Asians? They are likely to be glued to a screen, not necessarily one screen but multi screen. Therefore there is a need to adopt a multi screen strategy as a part of your overall marketing strategy. You have to take some time and interest in getting yourself into the mobile space.

With digitalisation gone are the days when you can just market on the screen. From multi-screen we look at multi platforms. We have a radio station, magazines and credit cards.

As the world becomes fascinated with what's happening with Asia, these nations are becoming a lot more confident and looking to increase their cultural exports.

CLOSING & THANKS



Peter Yates

Deputy Chairman, Asialink

“At Asialink we assist you in filling up your kit bag with [Asia] skills.”

At Asialink one of the things we pride ourselves on is to assist you in filling up your kit bag with the skills that you need to do business in Asia.

What today has been all about is assisting you in working out the opportunities in Asia.

Our keynote speakers today have added incredibly to our bank of knowledge on Asia, and I thank them. All of our speakers have thoughtfully drawn on their Asia experiences through outstanding presentations and we are humbled and privileged by their generosity.

1A ENGINEERING



Sharna Glover

Commercial Manager, Technology,
BHP Billiton

“In considering Asia, the viewpoint of BHP is China, China, and more China.”

The first half of this financial year, the sales of our commodities into China totalled over 18% of our company sales, so Asian markets especially into China has become a very key element for BHP Billiton. Why are we witnessing this surge in commodity demand coming out of China? It's due to the fact that people are striving to get the quality of life that we have in developed countries.

In considering Asia today, the viewpoint of BHP is China, China, and more China. In financial year 2002, sales of all commodities into China were US\$371 million, whereas in 2006, it exceeded US\$6.5 billion.

Our relationship with China runs a lot deeper than marketing. On 8 December 2005, we signed an agreement with the Beijing Olympic Organising Committee as the official diversified metals and minerals sponsor for the Olympics.

Two challenges we face in going forward. One is getting an understanding of supply and demand that comes out of China. A second challenge for us working in China is very much in understanding strategic challenges and policy settings as they go forward, for example the Greenhouse gas issue and the Kyoto protocol.



Tony Norrish

Operations Manager, Victoria, GHD

“Establishing partnerships that are mutually beneficial are the areas of value add.”

The infrastructure demands are very broad and projects are very complex; it's not as simple as a case in a textbook. There is a tremendous demand for diversity of skills in the industry.

An important framework is the in-country context, which takes into account the cultural aspects.

Some of the areas coming into consideration when getting involved with projects is bringing to the table leadership and being able to combine that with technical skills, local knowledge and commitment to meet the community needs.

Also establishing partnerships that are mutually beneficial. They are the areas of value add. It's about providing value add services, it's about being able to bring innovative ideas whether its risk management service or management consulting or asset management.



Paul Suett

Principal, Arup

“Working in Asia: relationships are everything.”

Hong Kong is the gateway to Southern China. The infrastructure is so good in Hong Kong. I feel that Shanghai and Beijing are still catching up and I feel they will always be catching up. The investment has been made to link Hong Kong and China, it's very easy to get rail links into China – another example of all that infrastructure. And surprisingly, Hong Kong still has a lot of land for development, there are still a lot of opportunities.

There are dangers in working in China. Most of the work we do, 80% of the contracts are with offshore contractors. There are new regulations you have to be in touch with and the political interference. The local authorities have a lot more powerful than we would expect here.

Doing business in China or anywhere in Asia relationship is everything and you have to take time to build those relationships.

When I used to just get by not speaking Chinese, but now I'm told that you really do have to speak Mandarin to get on in China. I encourage all of you to learn because you'll get so much out of it.

1B FINANCIAL SERVICES



Yun-Meng Cheng

Head of Human Resources for Asia,
Insurance Australia Group

“Insurance is a very community linked industry; our engagement with the community is good for the business and good for the society.”

Key trends in Asia, in terms of insurance, show a very strong growth. The area is going to be the region of growth for years to come or for the next decade. This suggests there'll be a rise in per capita income, increase in savings which Asia is quite well known for, increase in life expectancy and at the same time increasing aging population. Coupled with increasing deregulation of the financial markets and also privatisation of the financial services.

In India this year, they have de-tariffed all the general insurance markets. That means they are opening up to foreign insurance companies.

Culturally at IAG, the staff are encourage to engage with the community in volunteer work, we give them the time to do that. Because we believe that insurance is a very community linked industry. It's good for the business and yet it's good for the society.



Jeffrey May

Tax Partner, PricewaterhouseCoopers

“There is a place for everyone in Asia.”

Now, you think Australia is a global place but wait until you go to Hong Kong, you have the whole world coming to you.

What do you need to do? Ask what you can bring into the equation. Mandarin skills. Because you'd be going in and dealing directly with the clients and you need to speak their language. For someone like me I could probably get away with it because I'll be dealing with senior people and they could speak English.

Would I have the same opportunities in Asia today? The ways in which the countries have developed there are far more opportunities for local people, and for overseas students returning to Asia. It's about bringing in something in that the local population in Asia don't have.



Steve Odgers

Head of Asia Strategy, ANZ Banking
Group Limited

“I don't speak any other language than English so I wouldn't get my job today if I didn't speak the language.”

What skills do you need to work with ANZ in Asia? First requirement is having strong technical competency. You have to be very good at whatever it is that you do. Second requirement is local language skills. I don't speak any other language than English so I wouldn't get my job today if I didn't speak the language. Third requirement is what I call ANZ DNA. It's how do we get things done in ANZ.

One thing that has really improved since the Asian Economic Crisis is the focus on governance. Every regulator across Asia in financial services is focusing on governance and has made really strong progress. The governments in each of the countries in Asia want to have a very strong system of law. And they want the countries to operate under that system of law.

1C EDUCATION



Sue Christophers

General Manager, International Division, Department of Education

“We are absolutely involved with Asia in education provision.”

Providing services to our international students is now an integral rather than peripheral part of our educational system. Currently there are over 100,000 overseas students studying in Victoria, 90% of the international students in this state are from Asia. One in five university students are now international students. It contributes \$2.9 billion to the Australian economy.

There are three components to outward looking engagement. The first is study of Asian languages, second is development of Victorian student mobility, and third is learning from and not just about Asia.

Knowledge of Asian languages is critical to our economic future. Our young people need to be able to speak the language of our trading partners.

We have to be thinking about the development opportunities for our educators and giving our students the skills to navigating and managing difference. It's establishing relationships, linkages and networks and providing business and personal opportunities as they move into an increasingly globalised workforce in the future.



Jane Perry

Projects Coordinator, School of Education, RMIT University

“Taking education offshore is a process that needs to be done with great care.”

The employment opportunities for people wanting to work in the education sector in particular are with employers such as institutions and universities with offshore programs, for example, RMIT has RMIT Vietnam. Many Australian institutions are running offshore programs and now looking for staff.

Taking education off shore is a long process - one that needs to be done with great care and in a systematic and transparent way.



Barbara Smith

Coordinator Offshore International English Programs, Northern Metropolitan Institute of TAFE

“Self discovery and self learning are often foreign concepts to most of the Chinese students.”

The opportunities are enormous for teaching in China. NMIT is one of twenty providers who offer VET courses in China.

The profile of students we teach in China are first year university students. The main emphasis of our delivery is to introduce them to a western style of teaching and learning.

You have to be aware of the different style of learning the Chinese students are used to. What you are trying to engage them in doing is to not see you as the source of all knowledge and that they are on a path of self-discovery and self-learning.

1D MEDIA & ADVERTISING



Peter Hannam

Deputy Business Editor, *The Age*

“If you want to work in Asia you have to shed this kind of shell that Australia is the limit. “

China is particularly ambitious. They don't like relying on overseas suppliers in any field, including the media. They rather have big local content provided to Chinese audience. The big growth area in financial news is about China. In country and outside, people can't get enough news about what are the opportunities in China.

If I wanted to go out to Asia again, the sort of things I would want to acquire as skills are: obviously language will be very helpful. And you should look out for multi-media talents, audio, camera if you can incorporate that. The availability of much faster internet speeds in most of China, Singapore, Japan and Korea is going to spin off internet media companies and outlets which will provide new streams of revenue, which will make up for the loss of typical classified ads media in the past. For *The Age* online, about third of the hits are from outside Australia.



Rob Martin Murphy

National Creative Director, The Furnace

“While ideas can be global, culture shouldn't be.”

Our job is to come up with creative ideas, so you have to be immersed in the culture. You need to embrace the subtleties in culture, language, movies and the culture to be able to create great advertising. While ideas can be global, culture shouldn't be. Thailand is a great example of having really strong identity, and now India who are really proud of their culture, bringing great results.

Culture is the biggest thing you have to contend with - you can never be really immersed in the culture or experience the nuances of it until you are there. And that's important to do as a foreigner because you have to understand that to be able to come up with ideas that resonate with the people of Asia.

There is a significant move away from traditional above the line advertising to new media and under the line advertising such as direct mail, websites, blogs, SMS mobile phone marketing and digital television.



Michael Potter

Principal, Pacific Strategies - Australia

“40 to 60% of corporate decisions in Singapore are made with senior PR input.”

Asia Pacific is just a tremendous growth area, and it's a growth area for public relations. The opportunity for work in China and in the Asia Pacific is certainly very real.

Top 10 PR groups in Asia Pacific report 28% growth in 2004. PR industry in Singapore is developing and growing fast. 40 to 60% of corporate decisions are made with senior PR input. Six years ago this was about 10 to 20%. Government in Singapore is utilising PR more and more and developing in-house talents.

Now governance, corporate and social responsibility and sustainability - all those areas will be given attention by Asian based businesses.

2A TECHNOLOGY/ INNOVATION



Karen Cariss

Co-Founder and Chief Executive Officer, PageUp

“Remain very flexible and have a strong approach of learning, learning and learning.”

One of the reasons why we set up offices in China was that we had the opportunity to partner up with likeminded companies. So we have a soft entry point into China and the other obvious reason is that it's a very large market.

The Chinese people, according to our experience, are very keen to learn and they are very keen to be the best globally. They are keen to adopt any best practice processes and the web-based applications allow them to make that move.

We are targeting some American and European companies in China. These markets provide some common bases of familiarity and remove some of the language barriers and cultural barriers. Although Asia is in Australia's back door step, there are huge cultural differences between all of Asia and Australia.

We are doing quite a slow and cautious entry, in order for us to understand the idiosyncrasies of the Chinese culture and adjust our business and our product offerings accordingly.



Sean Fernando

Infosys

“Projects fail when globally based teams are divided on cultural differences and issues.”

Research shows that one of the significant issues when global sourcing projects fail is cultural differences and cultural issues. This is about the ability to deliver projects with teams that are either globally based or bringing together cultures that are quite different into one place to work together.

I'm often asked, isn't Australia a multicultural country? So we don't have to worry about that culture stuff because we have so many people coming from different countries, so it should be easy. Let me tell you, Australia has its own distinct culture and pretty proudly so.

Australian culture doesn't seem to respect people for their positions. If you speak to someone from India, it's very different. If I'm your boss, I'm your boss and for the very fact that I am your boss, you respect me.

Culture is about differences, and neither is right and neither is wrong. Doing business in Asia is about bringing two or more distinct cultures together... This is our future.



Ron Marchant

Director, Business Development Asia Pacific, Security

“Polymer bank notes... Vietnam has been our biggest success.”

Polymer bank notes - there are three aspects to making this a success. Using highly innovative solution, using technology to achieve crime reduction, cost reduction and delivering environmental benefits. Vietnam has been our biggest success.

2B PROFESSIONAL SERVICES



Jane Bianchini

National Manager ICT, Candle Australia Limited

“It’s a really exciting time for Gen X and Y... as we continue to fight this real talent war across the globe.”

People in China are having terrible problems keeping their staff. It’s not necessarily about appointing the right Chinese national employee but appointing a good Western or western educated manager who understands the human resources management practices associated with that.

So what does this war for talent look like? It’s common for a 25% turn over in factories, but it peaks to over 80% or more especially around Chinese New Year when bonuses start getting paid. Salary increase – internal average is around 9 to 10%.

On the ground, the typical PRC professional life is led at comparatively high speed in a fast changing country and local PRCs are juggling multiple job offers.

It’s a really exciting time for Gen X and Y who want to really pursue a career that they are very skilled in as we continue to fight this real war for talent across the globe.



Andrew Godwin

Associate Director, Asian Law Centre, The University of Melbourne

“There is a role for Australian lawyers and law firms in Asia.”

The main focus today is in mainland China. The biggest restriction on foreign firms in China is that we are not permitted to advise on PRC law. If you look at the work we do, it’s 60% transaction managements and execution and 40% advisory work.

My advise to Australian qualified lawyers - you really need to consolidate your experience in a developed market like Australia, London or Hong Kong in order to maximise your potential.

There is a rise of local law firms in China. They are starting to become more international too - establishing offices in places like Hong Kong and New York. So there are lots of opportunities. It will be misleading to suggest that those opportunities exist only in international law firms.

There is a role for Australian lawyers and law firms in Asia, a very big role. We are seeing a lot of Asian practices being operated out of Australia because of the incoming investment from places like China are becoming so great. For the two-way traffic between our countries and others in Asia, we need people in Australia who can advise clients from Asia about how to do business in Australia.



Antony Strong

Boston Consulting Group

“Our local clients are demanding local representation”

Japan is by far the biggest of our offices. The Japanese market, in terms of the work we do, is very much under penetrated and still emerging as an area for growth.

We have a large set of operations in the South East Asian Singapore, Bangkok, Kuala Lumpur and Jakarta. We tend to think about those offices as one operation. We are a pretty competitive operation in China. Recently China and India have driven a lot of growth.

There is still a lot of demand for internationally educated people, but at the same time most of our local clients are sick of seeing white faces turning up and telling them how to operate their business and much more content having local people. In China for example, local Chinese staff are increasingly demanded by our clients.

2C GOVERNMENT/AID



Melissa Bray

Deputy Director, Department of Foreign Affairs and Trade, Victoria

“DFAT has a strong understanding of the diversity in Asia.”

DFAT has large number of missions or embassies throughout the world – we have over ninety. We have a strong presence in Asia. Our key missions are in Jakarta, Tokyo and Beijing.

If you are working in Beijing, for example, you would be working on key issues such as trade and political policy, disarmament and counter terrorism, multilateral UN issues, providing consular services to Australians travelling overseas or performing administrative functions.

What does DFAT do? Advance Australian interest through its relationships with the world.

In terms of economic interest, we have a major stake in Asian markets. 56% of our goods exports are to Asia and that represents \$67 billion of total merchandise export. Seven of our top ten export markets are located in Asia. Our largest export market is Japan. Fastest growing East Asian market is China.



Zayne D'Crus & Eleanor Thomas

Australian Volunteers International

“Volunteering can be a stepping stone in your career.”

AVI looks at what local organizations are doing the work. Our work is all about building the capacity of our local organizations.

Volunteering can be quite a useful professional development activity.

Late last year we commissioned a study in partnership with Monash University, which looked at the kind of skills volunteers gain through their overseas assignments and how those skills matched the skills of overseas employers. Other speakers have spoken about communication skills, resilience and flexibility. We found that volunteering can provide those skills and allows demonstrating them in an unusual and interesting context.

Our volunteers have experience in liaising with stakeholders at a very high level, such as liaising with government, and working at high levels of responsibility which can be a useful stepping-stone in your career.



Zarmina Nasir

Manager, Quality Programming and Emergency Response, CARE Australia

“Aid worker’s profile... you need a certain level of resilience.”

We have Australian funded projects, some are AusAid funded but others are Australian public funded projects.

For those of you interested in this area – an Aid worker’s profile. But before we go into qualifications, you need to keep in mind cross-cultural awareness and a sense of humour. These are all critical factors in many careers but especially for aid work. I also think you need a certain level of resilience. Again some of the things we are facing are very challenging.

Within emergencies there are needs for short term and specialised inputs. We have an emergency response team. Care Australia has a database of internal and external people who, whenever there is an emergency, are ready to be deployed within 72 hours as the first wave of people we send over.

2D ARCHITECTURE & DESIGN



Browyn Robbins

Director, Learning and Development,
AusAID

“Indonesia is the largest recipient of Australian aid at the moment.”

The 2007-2008 budget is in fact the most significant ever for Australian aid program. Next year we will provide \$3.155 billion as official development assistance. This government is demonstrating progress to achieve \$4 billion by 2010.

Where does the aid go? Australian aid is concentrated in the Asia Pacific region. Indonesia is the largest recipient of Australian aid at the moment and the program is aiming to cement Indonesian democratic institutions and build security and prosperity.

Doing business with the aid program – that is working for us rather than actually with us. Major contracting opportunities are advertised on the website known as AusTender and in The Weekend Australian newspaper. AusAid’s annual procurement plan is also on the AusTender website.

How you might win business if you are a new player? Think about what the market is for the services you want to offer. And get to know AusAid and the activities that we do. And be strategic about what you want to do. Trying to be focused on particular projects and services you want to work towards. And hints sheet for new players are on the website.



Adrian FitzGerald

Director, Denton Corker Marshall

“Australia’s engagement in Asia... that’s our future and it’s a terrific future.”

Denton Corker Marshall had its first office in Hong Kong in 1980, we expanded over the years to Jakarta, Kuala Lumpur, Singapore, Ho Chi Min City, Tokyo and Beijing.

I’ve been a strong advocate for Australia’s engagement in Asia, we are basically in the same time zone - a big plus compare to our US and European competitors. It’s very easy to communicate with the clients.

If you are interested in working in Asia, I always say to young architects, just buy a ticket and go there with your portfolio. If you have a friend there, sleep on the couch and knock on doors, that’s how you get a job. If you are there at the right time that’s how it works.

If you want to do business in Asia, the contacts are absolutely essential. You can do as much cold calling as you’d like but usually it starts with an introduction by someone you know that leads to another job. In China, this culture of doing business is absolutely prevalent - that’s how it works.



Daniella Rowles

Associate, HASSELL

“Working in Asia, it’s a love hate relationship.”

There is a lot of prestige about bringing in international designers to Asia and consequently there are a lot of opportunities for designers, especially young designers, to do some great work.

There is a funny story related to beading work for a project – I had some problem communicating with the local staff so I just went to the local markets to the local fabric store and make a sample, went back to the site and said “Copy this” and they got pretty excited and at the end we got metres and metres of it.

It’s been incredibly rewarding and fulfilling experience working in all parts of Asia. Both on a professional level and personal and cultural level as well. It’s not easy, it’s a lot of hard work and it can be frustrating. It’s a love hate relationship. But there are just so many opportunities that it overcomes the battles.

You really need to pick your battles in Asia. Be prepared to compromise and adjust on some areas. Just being aware of where you are and that you are a visitor, that you are a foreigner.

3A MARKETING TRENDS IN ASIA



David Tan

Photographer

“Do think of Singapore as your platform to Asia.”

Some of the pluses in Singapore are that: it's the second most competitive economy in the world after USA, it's an English speaking environment and it's first world living. Income tax is only 20%, which is lower than Australia. Also with a university degree from RMIT, Monash and Melbourne University, most of the universities in Australia, you will not have a problem getting a work visa into Singapore.

The Singapore government has this coherent strategy that cuts across all areas creativity in Singapore.

Whether you are an architect or a visual artist, performing artist or photographer, there is coherent funding that helps you tap into all these different areas.

If you are going there to set up your business, there is a one-stop portal that tells you step by step including getting government funding.



Kym Hewett

State Manager, Victoria, Austrade

“China is a big construction site.”

There are three major factors you need to take into account when looking at marketing in China: China is a big construction site. Development of infrastructure is still happening. Second key factor about China today is that a substantial middle class has already emerged. And it's a highly fragmented market, so you need to be aware of the developments in different regions.

People that I saw having the greatest success in China were those prepared to make say an 18 months investment in full time language training to equip them to perform in the market.



Stephen Manallack

Director, Manallack

“Why India? Here is an economy that's absolutely on the move.”

Everyone is going to India! When you are talking about India, you have to constantly update your information because there is a lot of activity. It will have the youngest population in the world until 2050.

Why India? 6.3 million new mobile phone subscribers per month in India. Here is an economy that's absolutely on the move. Value is what's driving the modern Indian consumer.

Where are the opportunities in India? We've identified some real bright hopes for entrepreneurs and business people, as well as professionals looking for work in India. The three hot prospects for Australia are: finance services sector, agriculture and food industry, and clean technology.

3B ENTREPRENEURS IN ASIA



Assoc Prof Mark Ritson

Melbourne Business School, The University of Melbourne

“If we are part of Asia, truly as Asians, we have almost everything to gain and nothing to lose.”

Generally speaking, the “Asian consumer” is more oriented towards aspirational spending, we see a degree of idealisation of the luxury lifestyle we do see elsewhere.

Asian market continues to be in love with luxury brands. Some of the reasons are the Greying Asian consumer – baby-boomers like their Western counterparts and “parasite singles” – thirty something women with six figure salaries who live home with their parents to save on rent and devote all of their income to luxury goods.

It's certain that there are greater demands for luxury goods among the Chinese than any other country we've ever seen in the history of consumption. China's magnetism to luxury goods is not only where its going but its also beginning to influence how its being created and consumed as well.

Don't perceive China just as cheap labour, producing cheap things. It's very high quality and massive scale and these are the real drivers behind real success of China.



Catherine Arfi

Director, Aromababy

“Doing the business face to face, the Asian businesses really value.”

From the beginning I wanted to look beyond Australia; that meant setting up things like trademarks and packaging that sort of thing in advance with a global aim.

Doing your research, for example in China, there is the single child policy so a lot of importance will be placed on that one child. And we do baby skin care products.

In Asia, you've got the sweltering heat, the rain and the floods and you just have to take it as it comes. That's life. And sometime you wonder about the finances and whether I should make that business trip or not, but doing the business face to face, the Asian businesses really value.

Austrade, VECCI (Victorian Employers' Chamber of Commerce and Industry) and International Trade section have a lot of resources; I just came back from Jakarta and there I was met by someone from Austrade and was introduced to people... tap into these resources.



Mike Moignard

Senior Trade Commissioner and Minister, Commercial South Asia, Austrade

“Indian economy... it's all about looking outward.”

About five years ago, the Indian government came up with a policy called 'Look East', it meant when you are sitting in India, looking at South East Asia, North Asia and the Asia Pacific. The government took this on as a priority to expand the economic and political influence in the region and that meant increasing engagement with Australia.

The Indian economy used to be very domestically oriented in the 1990s. In the last ten to fifteen, the Indian economy has changed drastically and it's all about looking outward.

Three things you need to know to have a successful business in India:

1. Know your market – there are 16 markets with more than one million people
2. Know your value proposition – how much is what your offering worth and why should they buy in India?
3. Know you have to have infinite patience – if you think it'll take you 12 months, times that by two or three.

3C CAREER BUILDING IN ASIA



Adrienna Zsakay

Founder, Asia Connect Foods

“Our clients in Korea were willing to share the risk with us.”

Exporting organic health food to Korea, there was no data to give us direction. We have to create the market first. But our clients in Korea were willing to share the risk with us.



Christine Enker

Manager, International, Careers and Employment, The University of Melbourne

“It’s very important for you to engage culturally with Australia.”

A message for international students, when I speak to multinational companies in Asia, they are saying it’s very important for you to engage culturally with Australia. You need to make the best of your opportunities here because when you return to your home countries seeking opportunities, they want to see that you have engaged culturally and have learnt something from that.

Language skills, they’re not essential but it does open up a lot of opportunities for you earlier in your career. Its becoming increasingly important as many of the companies don’t want to pay expat salaries for foreigners to come in. So, for our international students, this is where you have an edge.

For Australia nationals, if you are in Asia, even if you are just travelling or teaching English go to the networking nights, held by the Australian Chamber of Commerce in Shanghai for example. Go and meet the Australian companies in Shanghai looking for staff.



Scott Stacey

General Manager, Hudson Victoria

“It’s great time... in Asia but also be aware of the difficulties.”

To give you an indication of employment expectations in Asia, our research shows about 60 % of employers are looking to grow their staff numbers in the next three months. So you are looking at about double the Australian results.

If you look at the hot jobs in China at the moment, sales roles count for about a quarter of the jobs our clients are looking to increase in the next three months.

My advice, if you are an IT professional go to Singapore, there’s some good money to be made there much higher than Hong Kong or China.

The message is there are plenty of opportunities, it’s s great time to be looking at those in Asia but also be aware of the difficulties.



Robert Tanti

Global Head of Human Resources,
Services Division, United Group
Limited

**“The requirement for our
work force is significant
adaptability.”**

We talk about people being globally savvy. Our employee of the future is likely to have 15 to 20 years of experience including 5 years travelling to Asia, back to Australia and even in New York. The requirement for our work force is significant adaptability.

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