



NSW trade promotion program

Free workshop

“EXPORTING AUSTRALIAN SERVICES”

TUESDAY, 27 JULY 2010 (8.00am- 11.30am)

Parkes Room, L47, MLC Centre, 19 Martin Place, Sydney

Presenter: Peter Mace, Australian Institute of Export



Exporting Australian Services

Exporters of services face different challenges to those who export manufactured goods.

Due to the intangible nature of services, people-to-people relationships are king; trade barriers faced by exporters of services can differ significantly.

To make your foray into the export of your services as easy, profitable and low risk as possible, join this free workshop!

Benefits of the workshop -

You will get practical information on:

- Selecting export markets
- Pricing strategies
- Managing risks
- Business structures
- Planning for sustainability

You will learn from the experiences of other businesses and get the latest information on government support for exporters.

Who should attend?

SMEs that are export ready and operate in service industries such as:

- Design & creative
- Media & entertainment
- Health & environmental
- Education & training
- Finance & business management
- Logistics & communication

And those who operate in industries that have services embedded in manufactured goods.

For further information and details of the workshop, contact Dominique Ogilvie, Export Adviser at Industry & Investment NSW on phone 02 9338 6605.

www.export.nsw.gov.au

How to register

Places are restricted to just 20, first in best dressed, so register ASAP!

EXPORTING SERVICES WORKSHOP

TUE, 27 JULY 2010

8.00am-11.30am

(registration from 7.30am)

Parkes Room

Level 47 MLC Centre

19 Martin Place, Sydney

Offered by:

Industry & Investment NSW & Austrade

REGISTER EARLY AS PLACES ARE LIMITED

Name:	Position:
Company:	
Phone:	Email:

Faxback: 9338 6728 or email to: Susan.Hargreaves@business.nsw.gov.au