



WOMEN *in*
GLOBAL BUSINESS

Inspiring Australian women
to international success



Ruby.

Speaker Series

Women in Global Business 2011



A joint Australian, State and ACT Government initiative

The Women in Global Business program and Westpac invite you to the fifth 'Women in Global Business' Speaker Series. Join us for this half-day seminar to listen to and learn from prominent business women who have succeeded internationally.

Case study speakers have been drawn from a variety of industry sectors representing an array of products and services. These women will provide valuable insights and practical advice on how you can

enter global markets and expand your business internationally. Hear about the challenges faced and learn how they were overcome by speakers from small and large enterprises.

This is also a unique opportunity to meet with like minded women from all areas of business, government and industry.

- Learn how to grow your business through outwards or inwards investment and/or expanding your export markets.
- Understand how Austrade and the State and ACT Governments can provide support for your export and investment business ventures.

Canberra

Tuesday 26 July 2011

8.30am networking and registration
9.30am – 12noon

The Eye, Canberra Business Event
Centre, Barrine Drive, Regatta Point
Commonwealth Park

Cost: \$65 per person

Why you should attend

- Build your network and meet businesswomen during the networking sessions.
- Hear from local speakers and learn from their experiences in achieving international business expansion.
- Gain first-hand insights on the opportunities and challenges of expanding overseas.

Women in Global Business Program

The Women in Global Business program is a joint initiative of the Australian, State and ACT governments. The program provides information and resources, support, advocacy, connection and communication services to support Australian business women to engage in international trade and investment. For more on this program, visit www.wigb.gov.au.

See over for speaker details then secure your spot online by clicking here

Program

08:30	Networking and registration		<i>Sylvia Tulloch</i> Dyesol		<i>Marita Corra</i> Inland Trading
09:30	Welcome and introductions				
	Web 3.0: How women are driving the web <i>Kelly Sims</i> Austrade San Francisco	10:30	Networking morning tea		Video Postcard - Mongolia
	Video Postcard - USA <i>Marla Vasquez</i> Wells Fargo	11:00	Video Postcard - Japan <i>Mariko Bando</i> Showa Women's University		Panel discussion and questions
			Japan: A Changed Landscape <i>Wendy Holdenson</i> Austrade Japan	12:00	Concluding comments
					Close and networking

Speaker profiles

Kelly Sims



Senior Investment Director,
Austrade San Francisco

Kelly Sims is Austrade's Senior Investment Director for San Francisco. She coordinates Austrade's investment attraction strategy

across the Americas, and provides strategic, operational and project-specific input for the key investment markets of the United States, Canada, Brazil, Chile and Mexico.

Kelly directly manages Austrade's interactions with West Coast based US investors and companies who have a strong focus on technology. She also has a long track record of working with Fortune 500 companies to investigate and invest in new Australian opportunities in R&D, manufacturing, strategic operations and services.



Wendy Holdenson

Consul-General & Trade
Commissioner, Austrade Japan

Wendy has broad industry experience, having held several senior positions in

the financial and professional services, engineering and energy sectors. Her long career in Japan and ability to speak Japanese give her a deep understanding of business operations for Australian companies. She joined Austrade in 2009, and is team leader for Japan's ICT, Health and Biotechnology team and North East Asia's ICT network.

Local case study speakers



Sylvia Tulloch

Dyesol

Sylvia Tulloch is a materials scientist with over 25 years' experience in the establishment and management of

high technology businesses, with a particular interest in commercialisation processes and the clean technology sector. Sylvia was the founding Managing Director of Dyesol Limited 2004-2008, a founding Director of Sustainable Technologies Australia Limited, an Executive Director of STI (now Dyesol Industries and a wholly-owned subsidiary of Dyesol) from 2001 to 2004, and joint Managing Director of Sustainable Technologies Australia from 1994 to 2000.

Sylvia is a director on a number of boards and associations and is active in government liaison at both company and industry level.



Marita Corra

Inland Trading

Marita Corra is the Director of Inland Trading Co (Aust) Pty Ltd (ITC) which specialises in the supply of premium quality wines from Australia, New Zealand, South Africa,

Argentina and Austria to an ever expanding world market. Their portfolio includes wines from over 70 wineries including many of the best labels in the world today. In 1996 Marita and her husband exported their first consignment of wines- 6 cases to Singapore. In 2010/11 they will export in excess of 350,000 cases of wine to more than 38 countries including for the first time USA, UK, Switzerland and Finland. Inland Trading have won several ACT Export awards and is an Exporter Hall of Fame Inductee.

Territory Government partner



Australian Government partner



Register online today, click here or call 1300 668 296