JCU ASIAN MARKET FORUM 2018 – CHINA UPDATE

Friday, 13 July 2018
Lecture Theatre, Education Central (Building 134, Room 010)
JCU Townsville Campus

Keen to keep yourself updated with the latest market intelligence in the Asian economies? Then, come to join us at the JCU Asian Market Forum 2018, to be held on Friday 13 July in Townsville.

Asia is our major export destination, for which over 65% of our exports land. Its rising population and urbanisation will need to have increased imports from Australia.

This year’s Forum will have a focus on China – Australia’s largest trading partner. In 2018, the number of visitors to Australia from China is forecast to surpass that of New Zealand, becoming Australia’s largest source country of visitors, over 1.5 million.

How China’s economy will evolve has significant consequences on our economy. At the Forum, a group of high-calibre speakers will address opportunities and challenges in China’s future economic expansion and prospects for future trade ties between Australia and China.

Other topics of significance to our regional business community will also be discussed by experts at this year’s Forum, including strengthening trade ties with Singapore, accessing China’s digital-wage economy and financing infrastructure development in northern Australia. Local export champions will also share with participants their venture lessons and experiences in the Asian market.

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For further information:

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Note: For further information, please visit http://alumni.jcu.edu.au/JCUAsianMktForum2018 and follow the instructions.
SPEAKERS

HARRY WU
Mr Harry Wu is Professor at the Institute of Economic Research (IER), Hitotsubashi University, Japan, and Senior Advisor of The Conference Board (TCB) (New York) and the TCB China Center (Beijing). His major areas of research include macroeconomic measurement, productivity, growth and instability, international comparisons using production-orientation PIPs, and the economics of central planning and transition, specialised in the Chinese economy. He is currently Chairman of Asian KLEMS (capital, labors, energy, materials and services) productivity research and leads the China Industry Productivity (CIP)/China KLEMS project to construct industry-level database for growth and industry-level productivity analysis.

JAMES HUDSON
Mr James Hudson is Director of Corporate Affairs and Marketing of Alibaba Group in Australia and New Zealand. Prior to joining Alibaba Group, James was the Chief Executive Officer of the Australia China Business Council NSW Branch supporting member companies in their trade, investment and business engagement with China. He studied Chinese and economics at the University of London and spent four years living, studying Chinese and working in Beijing. James has been appointed to a number of Advisory Board and Ambassador roles for various organisations.

BIN DAI
Mr Bin Dai is Professor and President of China Tourism Academy in Beijing. The Academy is an important think-tank for China’s National Bureau of Tourism. He is a most influential figure in China’s tourism policy and strategy development. He has published very extensively in tourism and tourism-related studies. He is also heavily involved in the editing and publication of various annuals related to China’s tourism industry development such as China’s Annual of Outbound Visitors, China’s Annual of Inbound Visitors, and China’s Annual of Regional Tourism Development.

AUDREY (XIAOHONG) ZHENG
Ms Audrey (Xiaohong) Zheng is State Manager of Bank of China in QLD. She has 26 years banking experience with the Bank of China. She holds the Master’s Degree of Business Administration in Central University of Finance and Economics in China.

BING LIU
Ms Bing Liu is currently the Asia lead, Global Markets, responsible for the coordination and support of client service delivery across Australia’s Asia markets. Since 2001 she has been posted in Guangzhou, Beijing and Shanghai. Her most recent role at HSBC was in the Senior Trade Commissioner/Deputy Consul General at the Australian Consulate Shanghai. While in Shanghai, Bing managed the Australia East China network of offices by providing business opportunities and services for Australian entities in trade, education and inward investment. She has also played other leading roles at various capacities in Australia.

XINPENG XU
Mr Xinpeng Xu is Professor of the Faculty of Business at Hong Kong Polytechnic University. Currently, he is the Director of the Belt and Road Centre of the Faculty of Business. He is a recipient of various competitive research grants and has published extensively in international refereed journals. He is the Co-Editor of the Journal of Chinese Economic and Business Studies. Professor Xu has also served as a consultant to international organisations such as OECD and APEC.

CLAUDIA BRUMME-SMITH
Ms Claudia Brumme-Smith is General Manager Trade and Property at the Port of Townsville. During her career she has worked for several global companies such as Procter and Gamble, CBOT, Novartis and Johnson & Johnson in marketing, business development and management roles in various countries. In 2015 Claudia spent time working at the Port of Hamburg studying international container supply chains as well as how to increase container handling capabilities.

SCOTT LEDGER
Mr Scott Ledger is Quality and Export Manager at Matbulls, the largest grower of Kensington Pride mangoes in Australia. In the past year, Scott helped Matbulls develop its competitive and sustainable supply chain. Scott has over 40 years’ experience working with horticulture businesses to improve knowledge and practice. Prior to joining Matbulls, Scott worked at the Queensland Department of Agriculture and Fisheries for 38 years. His experience spans a wide range of crops, covering aspects such as technology development, retraining and improving supply chain handling systems, implementing quality and food safety systems and developing pathways for access to export markets.

LUISA RUST
Ms Luisa Rust is Manager in Austrade’s Agribusiness & Food Team, promoting Australia’s export capability and attracting foreign investment. Working with Australia’s offshore network, the team assists exporters to develop and grow international markets. She also supports potential investors to implement their investment strategies that increase the growth and productivity across Australia’s agribusiness and food sector. Luisa was the Australian Trade Commissioner in Australia Shanghai from 2010–2014.

FRED NUCIFORA & JOHN CHANDLER
Mr John Chandler is Chair of Study Townsville. He has had over twenty years in the higher education sector having been a lecturer in business, MBA program coordinator at two universities, and more recently the Manager of External Relations and Director of Business Development for two faculties at JCU. Mr Fred Nucifora (JCU) is Director, Education, Leadership and Partnerships at the Great Barrier Reef Marine Park Authority (GBRMPA). He joined the GBRMPA as its Senior Education Officer in 2001. He works closely with the reef tourism industry and is a member of the Townsville Education consortium.

LAURIE WALKER
Ms Laurie Walker is the Chief Executive Officer of the Northern Australia Infrastructure Facility (NAIF), a Commonwealth Government $5 billion lending facility which aims at transforming northern Australia through financing-infrastructures development. Laurie has extensive experience in banking including public and private sector financing of infrastructure such as airports, roads, rail, schools and hospitals. She has held senior managerial positions in several financial institutions.

RUSSELL CAMPBELL
Mr Russell Campbell is ANZ Agribusiness Relationship Manager, responsible for managing and growing a portfolio of clients across Northern Queensland. He has worked in numerous roles within banking and has a broad background on delivering for regional customers. Passionate about fostering North Queensland on the world stage. Russell is also a part of the Townsville Emerging Leaders program, which focuses on growing the skills and experiences of young local leaders.

SPEAKERS

WHO SHOULD ATTEND THE FORUM
Business entities interested in joint venture
Importers and exporters trading with Asian countries
Potential importers and exporters who intend to trade with Asian countries
Trade and investment officials
Trade and investment service providers
Business consultants
Anyone interested in Australia’s trade with Asia

WHAT YOU CAN EXPECT
The latest market intelligence and assessments of the Asian economy and market
Business opportunities in major Asian markets with a focus on China and Singapore
Be aware of resources available for financing infrastructure development in northern Australia
Introductions to joint venture with the Asian market
Excellent opportunities to network, open to face-to-face interactions with trade/ investment service providers

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