

NSW-ASIA BUSINESS COUNCIL MEMBERSHIP EXPRESSION OF INTEREST

The NSW Government established the NSW-Asia Business Council in 2000, recognising the advantages of sourcing advice from experienced business people on opportunities to strengthen NSW's competitiveness in Asia. The Council is a part-time advisory body to the NSW Minister for State Development. It supports the development of the State's business links with Asian communities and identifies trade and investment opportunities for NSW in Asia.

It advises the NSW Government on effective strategies and actions for promoting the State's export capabilities and investment opportunities in Asia, as well as promoting emerging market opportunities in Asia to NSW companies.

To constitute the Council for a new term between 2011 and 2013, the NSW Government is seeking expressions of interest from suitably-qualified persons with business experience, knowledge, skills and commitment to further two-way trade and investment between NSW and Asia. The membership selection criteria are:

- Successful business management experience exporting to, or operating in Asia, or investing in NSW;
- Current bilateral linkages and networks bridging the NSW and Asian business communities;
- Ability to influence decision makers;
- Strong promotional and networking abilities;
- Knowledge and understanding of trade and investment opportunities in Asia.

Interested persons should obtain an Expression of Interest Information Pack prior to submitting their application.

Information Packs are available from Mr Alex Buring on (02) 9338 6716 or abc@business.nsw.gov.au

The closing date for expressions of interest is COB, 19 November 2010.