

5 August 2011

EMBARGOED UNTIL 12.01AM FRIDAY 5 AUGUST 2011

MEDIA RELEASE

ACT NAMES NEW TRADE AMBASSADORS

The ACT Exporters' Network Trade and Investment Ambassador Program was launched last night by the Minister for Economic Development, Andrew Barr MLA.

"This is a new program that is being managed by the ACT Exporters' Network and is designed to promote our region as a great business destination," ACT Exporters' Network Manager, Dr Pam Faulks said.

"One of the key aspects of this program is the appointment of 12 ACT Trade and Investment Ambassadors. Each Ambassador named by the Minister last night is an experienced and successful exporter who will market Canberra whenever they travel overseas.

"A recent survey of Network members found that our local exporters undertake an average of 3.5 overseas business trips each year. This makes them perfectly placed to act as Ambassadors and promote the ACT as a place to do business, study, live or even just visit.

"I commend the ACT Government for being supportive of this new Program. The ACT Exporters' Network will work closely with the Economic Development Directorate to make sure it is a success."

Ambassadors are appointed for two years and were selected by industry peers. They will provide regular reports back to local exporters on their activities.

"The Program is a very effective way of raising the profile of Canberra as a business destination because the Ambassadors will visit a wide range of countries and cities in the course of their usual travels, they have personal insight into the benefits of doing business in Canberra and already have strong international networks," Dr Faulks said.

The 12 Inaugural ACT Trade and Investment Ambassadors are:

- Brent Juratowitch
- Professor David Widdowson
- Dr Ed Roberts
- Glenn Keys
- Greg Corra
- Marita Corra
- Michael Cliff
- Peter Murphy
- Phillip Williamson
- Rod Sandison
- Professor Stephen Parker
- Stewart Rendall

Mr Peter Murphy, CEO, Noetic Solutions, said, "I am honoured to have been named an Ambassador. I know that each of the people appointed last night believes strongly in the ACT as a great place to do business and promotes the ACT whenever they are overseas. I am sure I speak for us all when I say we look forward to continuing to do so in this more formal capacity."

The ACT Exporters' Network is an initiative of Canberra Business Council, supported by the ACT Government.

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