

# PATHWAYS TO ASIA



**Australia-Asia 2022**  
**BusinessWeek** 澳大利亚-亚洲商务周

15 - 16 November  
Victory Room, Marvel Stadium,  
Docklands  
Melbourne

Presented by



Sponsored by



Australian Government  
Department of Home Affairs



# AUSTRALIA-ASIA BUSINESSWEEK 2022

15-16 November 2022 | Marvel Stadium, Victory Room, Docklands, Melbourne

Presented over two days including high profile feature events

- **Australia-Asia BusinessWeek Forum**
- **Australia-Asia BusinessWeek Exhibitor Showcase**
- **India Now - Business Leader Luncheon**
- **Australia China Luncheon Celebrating 50 Years of Diplomatic Relations**
- **Australia-Asia BusinessWeek Mix-at-Six**

Are you looking to expand your business to Asia?

The Australia Asia BusinessWeek is the major international trade event with a focus on North and South Asia:

- **Understanding Asian markets**
- **Pathways to China, Hong Kong, Viet Nam, Singapore, Indonesia & India**
- **How to expand your business to Asia successfully**
- **Decoding the new Asian consumer in 2022**
- **Asia Pacific economic outlook**
- **Business benchmarks for Asian economies**
- **Future business trends in the Asia-Pacific**
- **Asian industries set to thrive this decade**
- **Harnessing digital marketing in Asia**
- **The emerging Asia fintech sector**

The Australia-Asia BusinessWeek will attract delegates from across the Asia Pacific including C-level executives, government officials, entrepreneurs, import & export managers, economists, business owners, and academics



**60+**

Exhibitors



**60+**

Keynote speakers



**2-Day**

Exhibitor Showcase



**5**

Major Networking Functions



**2-Day**

Forum Program



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# AUSTRALIA ASIA BUSINESSWEEK **EVENT CALENDAR**

15-16 November 2022 | Marvel Stadium, Victory Room, Docklands, Melbourne



## **DAY ONE** Tues 15 November 2022

- 09.00AM-12.00 Noon Pathways to Asia Forum Sessions
- 10.00AM-04.00PM AABW Exhibitor Showcase
- 12.00 Noon-02.00PM **INDIA NOW Business Leaders Luncheon**
- 02.30PM-05.00PM Pathways to Asia Forum Sessions
- 05.00PM-06.30PM Mix-at-Six Networking Function

## **DAY TWO** Wed 16 November 2022

- 09.00AM-12.00 Noon Pathways to Asia Forum Sessions AABW
- 10.00AM-04.00PM Exhibitor Showcase
- 12.00 Noon-02.00PM **Celebrating 50 years of diplomatic relations between Australia-China Luncheon**
- 02.30PM-05.00PM Pathways to Asia Forum Sessions



# AUSTRALIA ASIA BUSINESSWEEK FORUM SESSIONS

15-16 November 2022 | Marvel Stadium, Victory Room, Docklands, Melbourne

## DAY ONE Focus: India, Indonesia, Singapore and the Philippines

**Moderator** – David Thomas (both days)

**Session 1** – (Keynote) India's rise as a regional powerhouse; India's thriving sectors

**Session 2** – (Keynote) The next 10 years: Prospects for trade between India and Australia

### COFFEE & NETWORKING

**Session 3** - (Panel) What trends are driving the Fintech revolution in India?

**Session 4** – (Panel) Profiling India's EdTech industry: A US\$10b opportunity

### INDIA NOW BUSINESS LEADERS LUNCHEON

**Session 5** – (Panel) Why Australia is looking at Indonesia as a major trade partner; key market outlook

**Session 6** – (Panel) Understanding Singapore's potential: Australia's largest trade and investment partner in South-East Asia

### COFFEE & NETWORKING

**Session 7** – (Keynote) The future of finance; Singapore accepts mass exodus of companies from Hong Kong

**Session 8** – (Panel) How to outsource your back office to the Philippines

WRAP UP with David Thomas MC

**AUSTRALIA-ASIA BUSINESS WEEK** Mix at Six Networking Function

## DAY TWO Focus: China, Hong Kong and Viet Nam

**Session 1** – (Keynote) 50 years of Australia-China diplomatic relations

**Session 2** – (Keynote + panel) Key takeaway and national priorities from China's latest 5 year plan; green industries, innovation, and digitalisation

### COFFEE & NETWORKING

**Session 3** - (Keynote + panel) Are we under invested in China?

**Session 4** – (Panel) Hong Kong; an alternative gateway into China's market

**AUSTRALIA-CHINA LUNCHEON** Celebrating 50 Years of Diplomatic Relations between Australia & China

**Session 5** – (Keynote + panel) Overview of China's booming e-commerce sector; from social commerce to live streaming

**Session 6** – (Keynote) How to capitalise on Viet Nam's emerging middle-class; Australia's Enhanced Economic Engagement Strategy in Viet Nam

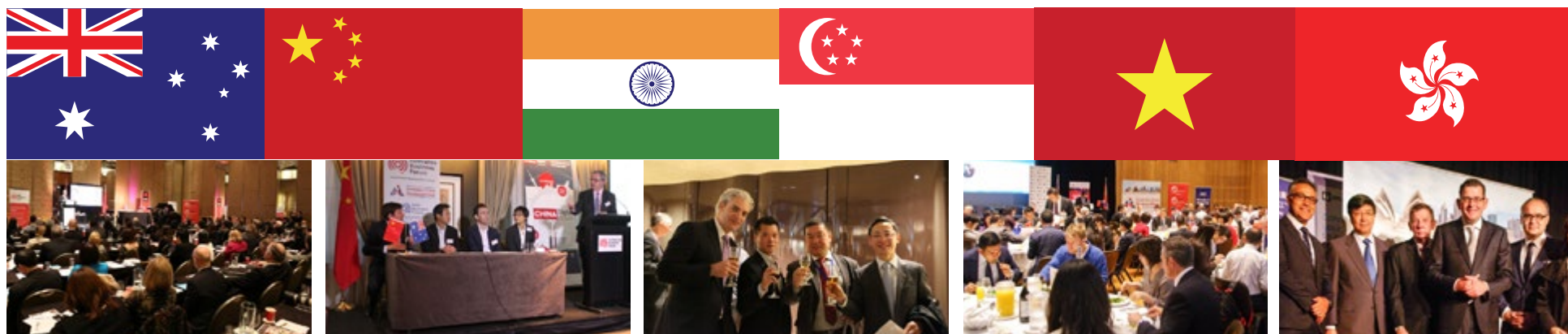
### COFFEE & NETWORKING

**Session 7** – (Panel) How to source industrial suppliers in Viet Nam

**Session 8** – (Panel) Decoding the new Vietnamese consumer in 2022

WRAP UP with David Thomas MC

**AUSTRALIA-ASIA BUSINESS WEEK** Mix at Six Networking Function



# AUSTRALIA-ASIA BUSINESSWEEK EXHIBITOR SHOWCASE

15-16 November 2022 | Marvel Stadium, Victory Room, Docklands, Melbourne

## Why Attend?

Meet face-to-face with cross-border businesses, government, and industry bodies that offer unique products and services that enhance and streamline operations within the Australia-Asia.

Discover the latest products, tools and technology creating business growth and opportunities to scale within the region.

## Why Exhibit?

A boutique Exhibitor Showcase of leading Asia-Pacific businesses, government bodies and industries groups aimed at empowering b2b relationships across the region.

Delegates will have a chance to speak with representatives directly about their unique products and services geared at doing business and scaling business in Asia.

- Generate Leads
- Reach new markets and consumers
- Meet directly with your target customers
- Discover new regional business opportunities
- Builds trust with potential clients
- Branding opportunities
- Network with b2b businesses
- Scope out the latest competition

Interested in exhibiting or sponsorship at the Australia-Asia BusinessWeek Exhibitor Showcase?

**Display stands available** (Limited to sixty exhibitors)

**Sponsor, Partner & Media Packages Available**

**Contact:** [info@abf.events](mailto:info@abf.events)

**Tel:** +61 3 8689 9892 or +61 3 8689 9898

## CONNECTING BUSINESS ACROSS AUSTRALIA-ASIA



# AUSTRALIA-ASIA BUSINESSWEEK **AGENDA**

15-16 November 2022 | Marvel Stadium, Victory Room, Docklands, Melbourne

## Keynote Forums and Seminars

Hear from credible business leaders, industry experts and government representatives offering case studies, business advice and market research to foster understanding and promote trade within the region.

## Networking Functions

Forge lasting B2B relationships that will further facilitate trade and economic cooperation between Australia-Asia.

## Australia-Asia BusinessWeek Exhibitor Showcase

Meet face-to-face with cross-border businesses, government, and industry bodies that offer unique products and services that enhance and streamline operations within the Asia-Pacific.

## Media Services

Australia-Asia Forum is brought to you by Australia-Asia Forum Media, a multifaceted platform fostering cross-border business knowledge and economic opportunity between Australia-Asia.



# AUSTRALIA-ASIA BUSINESSWEEK PURPOSE AND BENEFITS

15-16 November 2022 | Marvel Stadium, Victory Room, Docklands, Melbourne

## Fostering Greater Regional Understanding

We believe that through education and cooperation the entire Asia-Pacific region will benefit from promoting business ties within the region.

## Promoting Regional Trade

Our aim is to empower businesses to recognise their potential to operate in Asia successfully.

## Understanding and Reaching New Markets

See how your business can benefit from expanding to new markets and understanding the unique consumer needs of the Asia-Pacific region.

## Expert Advice for Cross-Border Business

Many businesses don't know where to start with their Asia strategy should be. Learn from industry and regional experts how to avoid common pitfalls and capture new markets.

## Advancing Australia-Asia B2B Relationships

The goal of this two-day event is to connect businesses, entrepreneurs, investors, stakeholders, and C-level managers within the region to build lasting B2B partnerships.





# AUSTRALIA-ASIA BUSINESSWEEK

15-16 November 2022 | Marvel Stadium, Victory Room, Docklands, Melbourne



## Meet the Australia-Asia BUSINESSWEEK's MC

David Thomas is well known in the region as a 'Asia expert' for his experience, credibility and passion for identifying, building and facilitating business and investment relationships between developed and emerging countries.

Over the past 20 years, David has inspired, motivated and educated global business leaders, entrepreneurs and investors to pay attention to the massive growth potential offered by modern China as the financial engine of Asia and taken them on a journey to identify and build long-term business and investment relationships.

David Thomas holds a number of prestigious and high profile appointments, including:

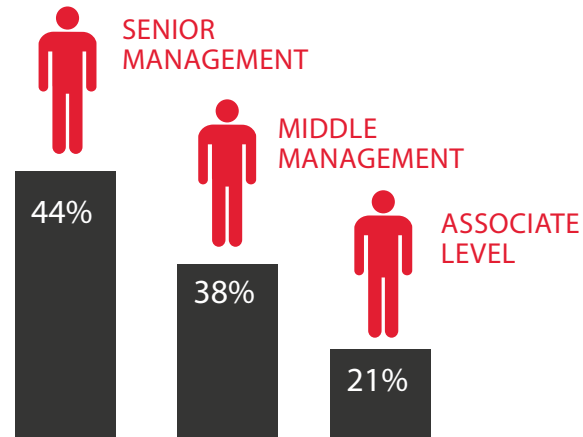
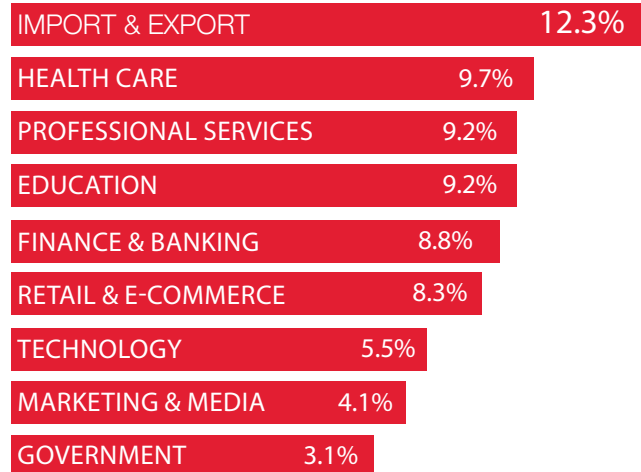
- **President of the Australia China SME Association (ACSME)**
- **Former Vice President of the Australia China Business Council (ACBC) in NSW**
- **Honorary Adviser to the Australia China Economic Trade and Cultural Association (ACETCA),**
- **Board Member of the Australia China Friendship and Exchange Association**
- **Australian Alumni of the inaugural Cheung Kong Graduate School of Business CEO Program**
- **Australian Thought Leaders Expert of the Year 2009**



# DELEGATE PROFILE (BASED ON PAST EVENTS)

15-16 November 2022 | Marvel Stadium, Victory Room, Docklands, Melbourne

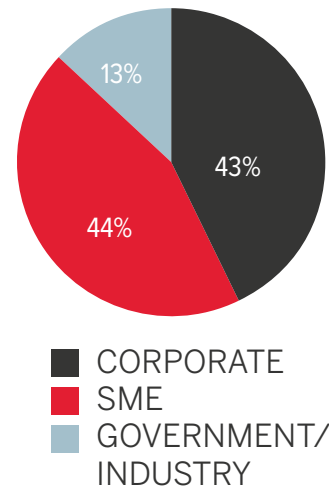
## INDUSTRIES



## WHY ATTEND?

- Refine your Asia strategy with presentations on the latest trends and opportunities
- Network with leaders in the Australia-Asia sector
- Reach Asian High-Net worth Investors

## COMPANY SIZE



## WHO SHOULD ATTEND?

- CEOs
- Managing Directors
- Business Development Managers
- Marketing Managers
- Account Managers
- Export Managers
- Business Owners/ Directors

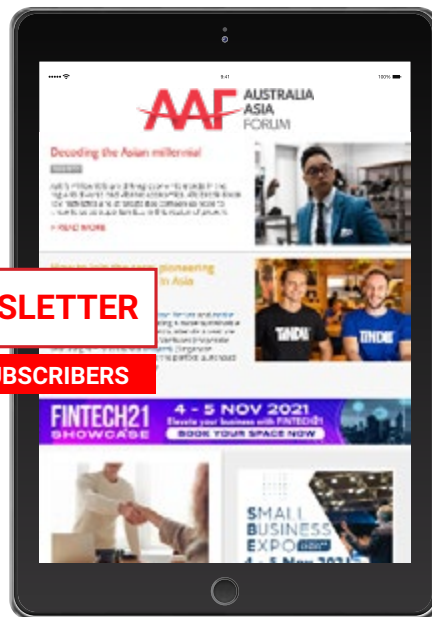


# ABOUT THE ORGANISERS

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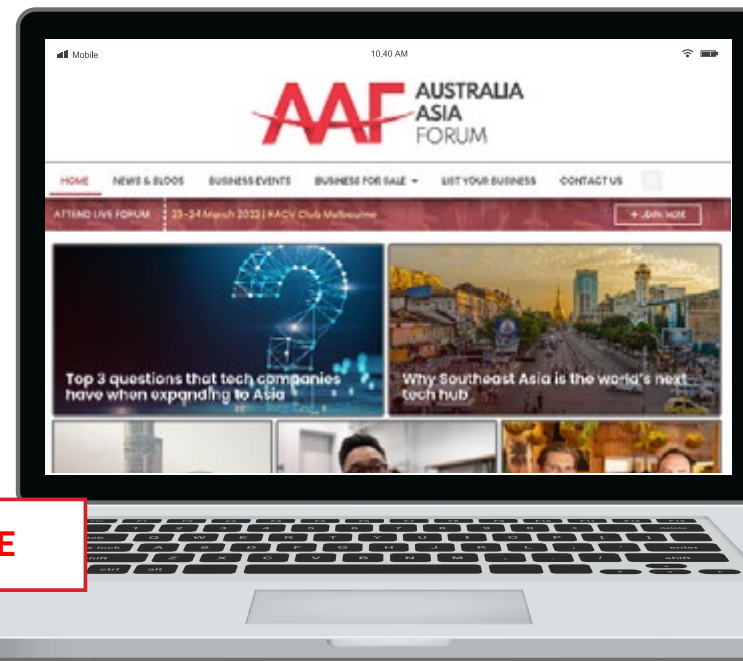
## Australia-Asia Connections Media

Australia-Asia Connections (AAC) is a multi-faceted media platform that delivers targeted business news from the Asia-Pacific region on finance, startups, business, trade, economics and technology. AAC aims to promote further cooperation and trade through an understanding of markets and opportunities in the Asia-Pacific region.



## Top 3 Readership Locations:

- **Australia**
- **China**
- **Hong Kong**



## Interested in..

- Speaking
  - Exhibiting
  - Sponsoring
  - Preferred partnering
  - Brand Placement
- at the Australia-Asia BusinessWeek 2022?**

## Contact

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# ABOUT AUSTRALIA-ASIA FORUM

15-16 November 2022 | Marvel Stadium, Victory Room, Docklands, Melbourne

Australian-Asia Forum (AAF) is an independent non-political organisation that facilitates Australian business looking to engage with Asia. AAF does this through identifying and understanding knowledge gaps and facilitating dialogue, business and partnerships. Our initiatives focus primarily on the Small and Medium enterprise sector and their issues and connection with the Asian business community. This connection is enabled via our network of partners across business, government, industry, academia and the wider Australia and Asian community.



ABF has developed a range of high profile business events including B2B Enterprise Week, Fintech22 and SmallBiz-Week which are supported by ABF media platform and corporate services. Australia-Asia Forum is presented by the Australia Business Forum.



Attend AAF Business Events

Networking Functions

Expand valuable networks across Australia & Asia

Keep up to date with the latest trends solutions and opportunities.

Develop your Asia Strategy

“ THE AIM OF THE AUSTRALIA-ASIA BUSINESSWEEK IS TO CREATE A CREDIBLE BUSINESS PLATFORM, FOR BUSINESSES AND INVESTORS FROM AUSTRALIA AND ASIA, TO BETTER UNDERSTAND THE BUSINESS LANDSCAPE AND MARKETS OF THE ASIA-PACIFIC, AND TO CONNECT WITH THE RIGHT CONTACTS, TIMELY INFORMATION, ECONOMIC TRENDS AND BUSINESS OPPORTUNITIES WITHIN THE REGION.”



**RAY EVANS**  
Founder & CEO  
Australian  
Business Forum



# ABF EVENTS 2022



## FINTECH22

CRYPTO - BLOCKCHAIN - EMERGING TECH

EXHIBITOR SHOWCASE  
FORUM SESSIONS & NETWORKING FUNCTIONS

30 Nov - 1 Dec 2022 - SMC Conference Centre, Sydney

# ABF EVENTS 2023

SmallBiz Week 2023	MAY	MELBOURNE
Young Hero Awards	MAY	MELBOURNE
FINTECH WEEK Melb	AUG	
AUSTRALIA-ASIA		MELBOURNE
BUSINESSWEEK	SEPT	MELBOURNE
B2B EXPO	OCT	MELBOURNE
FINTECH 23 Sydney	DEC	SYDNEY

Some of our past and present sponsors include



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