



## **A WIN FOR ADELAIDE BRINGS AN INCREDIBLE OPPORTUNITY FOR LOCAL BUSINESS**

A successful convention bid by the Adelaide Convention Bureau, and its team Adelaide partners including University of Adelaide, South Australian Tourism Commission and the Adelaide Convention Centre, has developed into an incredible opportunity for local businesses with an interest in doing business with or within Asia.

From July 5<sup>th</sup> -9<sup>th</sup>, more than 900 of the world's experts on all facets of Asia will converge in Adelaide from 60 countries across the globe for the 9<sup>th</sup> bi-annual International Convention of Asia Scholars. The event will be the largest gathering of Asian, Asia-linked and Asian Studies scholars in the southern hemisphere and the second largest in the world.

In a first for the congress, the conference organisers – in conjunction with the EU Centre for Global Affairs and the Adelaide Convention Bureau, have opened a number of sessions across the four day event to non-delegates. Local businesses or organisations with an interest in Asia will have the unique opportunity to meet, network and listen to trade economists, business and policy experts from around the world.

“This collaboration highlights the legacies created by being the host city for conventions – not only will this event contribute \$4.9m to the visitor economy, the opportunities for local scholars as delegates and businesses and organisations attending these sessions as non-delegates is priceless” said Damien Kitto, CEO Adelaide Convention Bureau.

Sessions will discuss the significant potential for increased trade and investment with specific updates highlighting China, India and South Asia and South East Asian countries as well as panels on trade in the wine sector, film industry policy and a roundtable session discussing a number of the key trends, issues and opportunities for business and investment.

Sessions open to the public include (full details attached)

- **China Trade & Investment Panel**

This panel of experts will discuss some of the major trade and economic development challenges facing China, and how Australia and the EU can work together to increase trade, aid for trade and investment into the region. The panel will also discuss opportunities for the private sector and education service suppliers to invest or expand their activities into these countries/regions (with discussion of relevant trade agreements, updates on their progress and their relevance to business).

- **South Asia Trade & Investment Update**

This panel of experts will discuss some of the major trade and economic development challenges facing the South Asia region, and how Australia and the EU can work together to increase trade, aid for trade and investment into the region. The panel will also discuss opportunities for the private sector and education service suppliers to invest or expand their activities into these countries/regions (with discussion of relevant trade agreements such as the India-Australia Comprehensive Economic Cooperation Agreement, updates on their progress and their relevance to business).

- **ASEAN Trade & Investment Update (2 sessions)**

The EU Centre for Global Affairs will bring together a panel of experts from across Asia and Australia to discuss, in two back-to-back sessions, the latest developments in the ASEAN focusing on regional economic integration, trade and doing business in the region.

Session One will focus on the ASEAN Economic Community (AEC) and the Regional Comprehensive Economic Partnership Agreement (RCEP) - both to be concluded (anticipated) at the end of 2015. This session will also explore other mega trade deals currently under negotiation, or to be negotiated, involving both the ASEAN and Australia (e.g. FTAAP, TPP) and how they, along with the RCEP, might influence closer Australia-EU-ASEAN relation ties. It will also discuss the impact and key issues of these FTAs on Australian investment and trade

Session Two will be of particular interest and relevance to Australian and South Australian based businesses. It will navigate through the ASEAN plus agreements, as well as the various bilateral agreements Australia has with ASEAN member states. A focus will be placed on the ASEAN- Australia-New Zealand Free Trade Agreement (AANZFTA). Session two will also explore the ASEAN member countries' trade relationship with the EU and a possible future FTA between the EU and the ASEAN and what it means for Australian and South Australian Businesses. Discussions from this session will be aligned with South Australia's recently published South East Asia Engagement Strategy Paper.

- **Wine & Trade Panel**

This panel will focus on the future challenges and opportunities for trade in the wine market given growing demand across Asia and in particular in China. The panel will discuss economic and technical issues facing companies exporting wine to China and Asia, how these can be overcome and the role of international collaboration with the EU.

- **Focus on Film: The Impact of Policy on the Film Industry**

This panel will discuss the impact of key policies (import quotas, screen quotas, subsidies, etc.) on the film industry and how, contrary to expectations, they have hampered its development in various countries, focusing on Korea and China as case studies. The panel will also discuss the role of business in the success of the film industry and the implications for Australian and European film policy-makers.

- **Roundtable: EU/AU/Asia: Pathways to Prosperity**

This Roundtable will pull together a number of the key trends, issues and opportunities from the earlier sessions and will focus on how the EU and Australia can work together to increase trade and investment in Asia

- **Panel for Intercultural Adelaide: Cultural Adaptivity in the Asian Century**

What makes a society operate in peace, harmony and prosperity – luck, goodwill, strategy and legislation, or a combination of factors? This panel will bring together scholars, policymakers and other stakeholders to consider this question. This session will feature a series of talks on the idea of “interculturality”—broadly defined as a set of cultural skills supporting openness and adaptivity.

The panel will feature an opening address on the policy framework of “interculturality” by Hon. Jay Weatherill, Premier of South Australia.

### **Bookings**

Cost per session is \$45 via the conference website – select “Non-Conference Delegate – Trade & Investment Updates Only” <https://www.eiseverywhere.com//ereg/newreg.php?eventid=102801&>

### **About ICAS9**

The conference is not just for Asia specialists from Asian studies departments at universities. It is also for others who have a research interest in Asia, including academics from other disciplines. ICAS 9 is being held in conjunction with the annual/biennial conferences of the Chinese Studies Association of Australia (CSAA), the South Asian Studies Association of Australia (SASAA) and the Malaysia and Singapore Society of Australia (MSSA). ICAS 9 is also actively supported by Australia’s peak Asian Studies body, the Asian Studies Association of Australia (ASAA).

The conference is hosted by South Australia’s three public universities: the University of Adelaide, Flinders University and the University of South Australia. It is supported by the Asian Studies Association of Australia.

In addition to 2 keynote speakers and over 350 thematic panels and roundtables, there will be a daily political update/news briefing session with a different country/region focus each day: China, South Asia, Southeast Asia and EU-Asia-Australia Relations.

### **About the Adelaide Convention Bureau**

The Adelaide Convention Bureau is the peak body charged with selling and promoting South Australia nationally and internationally with respect to Business Tourism ie bringing conventions, corporate meetings and incentive travel groups to SA.



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[www.adelaideconvention.com.au](http://www.adelaideconvention.com.au)

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