

Australia & New Zealand

Doing Business Down Under



East Midlands Development Agency (EMDA)
Apex Court
City Link
Nottingham
NG2 4LA

Tuesday 8 December 2009
7.45 am - 10.00 am

Australia and New Zealand Doing business Down Under

Date: Tuesday 8
December 2009

Venue: East Midlands Development Agency (EMDA)
Apex Court, City Link
Nottingham, NG2 4LA



Programme

- 07h45 **Registration and breakfast**
- 08h30 **Welcome and introduction**
- 08h35 **Australia - there's never been a better time**
- **Buoyant economy**
 - **Historically good exchange rate for export**
 - **World's fastest growing industrialised population**
 - **Gateway to Asia**
 - **Still one year left to boast about the Ashes!**
- Joe Dodd,
Trade and Investment Manager,
British Consulate-General Melbourne
- 08h55 **New Zealand...not just sheep and rugby!**
- Why New Zealand is an ideal market for UK companies**
- Paul Tuckley, Commercial Officer,
British Consulate-General Auckland
- 09h15 **Case study of export success Down Under**
- John Soulsby, Managing Director,
4fx Healthcare Ltd
- 09h35 **Question and answer session**
- 10h00 **Close and networking**

Speakers

Joe Dodd is the Trade and Investment Manager at the British Consulate-General in Melbourne, Australia.

- Joe has been in his current role with UKTI since March 2008 and is responsible for the Biotechnology & Pharmaceuticals and Healthcare & Medical sectors in the Australian market.
- Previously Joe spent 8 years working in the UK pharmaceutical industry with Amersham (now GE Healthcare), Current Drugs (now Thompson Scientific) and S&D Chemicals, before moving to Australia in 2006.

Paul Tuckley is a Commercial Officer for UKTI and is based at the British Consulate-General in Auckland.

- Paul is currently responsible for the ICT, Biotechnology & Pharmaceuticals, Healthcare & Medical, Renewable Energy, Engineering, Automotive and Oil & Gas sectors in the New Zealand market.
- Paul's early career was in production management, working for British Steel before moving into a successful career in International Sales and Marketing where he worked for several large UK civil and mechanical engineering companies, developing export markets in Europe, Scandinavia and the Middle East.
- Paul migrated to New Zealand in 1999 and spent several years as Marketing Manager for the Heavy Engineering Research Association. Paul took up his current position with UKTI in 2005.

John Soulsby is the Managing Director of 4fx Healthcare Ltd.

- John has over 20 years experience working in fast moving consumer goods for companies including Kimberly-Clark, Alberto-Culver and Boots Healthcare International.
- In October 2005 he launched 4fx Healthcare and began to build the 4little1 Baby nose-clear brand. The Baby nose-clear range is now sold successfully in Boots, Mothercare, Tesco, Waitrose, Morrison's, Lloyds and pharmacies throughout the UK.
- 4fx are actively driving new overseas business making Baby nose-clear available in 5 export markets including New Zealand. They are currently targeting Australia.

Cost £49.45 (inclusive of VAT @15%) **Free for emita members**

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