



## Doing Business in South Asia

- discover strategies that can help you grow your business in India & South Asia

India is a large, diverse economy with a current growth outlook that overshadows most Asian markets. At a time when most of the world economies are anticipating contraction or slow growth, the Indian market cannot be ignored. Several fast growing sectors provide increasing opportunities for Australian exporters and investors to build on that success.

### What you will learn:

- Gain the latest insights into the market conditions in India and Sri Lanka.
- Hear about the current, emerging and future market opportunities in the region.
- Understand and prepare for the challenges facing business exporting to these markets.
- Identify the support and local knowledge available to you to export to this region.

### Guest Speakers

**Gopi Shankar** is the Victorian Government's Business Office representative in India. He will present the opportunities for exports. Specifically, Gopi will discuss the Automotive, Aviation, ICT, Food and Biotech sectors.

**David Samuel** is the Business Development Manager for Austrade in Sri Lanka. He will discuss the opportunities and challenges of doing business in Sri Lanka.

**Jonathon Reso** the Director SME, Export Finance and Insurance Corporation (EFIC) will present the topic Mitigating Export Finance Risk. EFIC was established to support the growth of Australian businesses internationally and provides a range of services to assist in this area.

**Richard Davies**, Managing Director of Davies, Craig Pty Ltd, will present an exports case study with the challenges they faced in the process and lessons learnt that they can share with other like companies looking to export.

### Register now

Don't miss your chance to attend this networking event!

To register: [Click here](#)

### Proudly supported by:



Australian Government  
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Sirocco Room, Level 1  
Mercure Hotel Caroline Springs  
234 Caroline Springs Boulevard  
Caroline Springs VIC 3023

Thursday, 1 July 2010

9:00 - 11:00 am

Direction to venue: [Click here](#)

### Cost

This event is free.

Hot breakfast provided.

### Who should attend?

Whatever the size of your business, opportunities in India & South Asia exist for innovative firms serious about business expansion. Opportunities are arising in infrastructure, food & beverage, health & medical, defence, clean energy and sport. India is also preparing to host high-profile events including the 2010 Delhi Commonwealth Games, the ICC Cricket World Cup 2011 and the 2011 Formula One in New Delhi.