



Launch Invitation



Foundation for Export Innovation

The Board of the Australian Institute of Export, Sydney Ports Corporation and the NSW Department of State and Regional Development extend a formal invitation to attend the 2008 launch of the Premier's NSW Export Awards.

“The Vital Logistics Link”

As Sydney continues to grow, so does the demand for imports and exports and the pressure for transportation and delivery of these goods. The current development of the Intermodal Logistics Centre at Enfield will provide a key freight transport link to the management of Sydney freight. The logistics centre will provide an opportunity to shift container freight away from trucks onto trains. What will the long term benefits be? How will this affect current infrastructure? Can the new ILC benefit exporters/ importers?

Please join the Australian Institute of Export, exporters and fellow members of the freight forwarding and logistics industry to discuss the following key topics:

Sydney Ports & Logistics: A New Future

As strong trade growth drives the need for new port infrastructure, it also provides challenges for port operators in managing the logistics task of freight distribution in a growing city.

**Phil Rosser, Senior Manager, Trade Development and Liaison
Sydney Ports Corporation**

When it comes to Export: Logistics is a Marketing Strategy

To many exporters, freight is just another cost; to others, professionally managing the supply chain is seen as a valuable competitive advantage.

**Ian Murray, Executive Chairman,
Australian Institute of Export
Director, ALC & Member, Seafreight and Airfreight Council (NSW)**

Fast Forwarding Your Cash Flow

You've successfully completed the order or contract. You've submitted your invoice. Then begins the long and frustrating wait for payment. In the meantime you need that cash to fund other jobs that are waiting to be completed. Find out how you can speed up your cash flow.

Nick Fisher, Business Development Manager, Debtor Finance, HSBC Bank



Hosts:

Australian Institute of Export
&
Sydney Ports Corporation

Date: Thursday, 29th May 2008

Time: 5.30- 7.00pm **Registration:** 5.00pm

RSVP: Tuesday, 27th May 2008

Lisa McAuley on 02 8243 7400 or lisamcauley@aiex.com.au

Cost: Free, includes refreshments

Venue: The Lakes Golf Club
Corner King St. & Vernon Ave, Eastlakes 2018

The 2008 Premier's NSW Export Awards is an integral part of the drive by the Australian Institute of Export and Government to lift Australia's export performance. The wide range of categories makes it possible for all exporters to enter.

Entrants in the Awards gain recognition for success and offer encouragement to other exporters. The company and staff receive reward for their efforts and the entry process is an ideal opportunity to review export business and marketing strategies. A winning result increases credibility and enhances market edge.

Proudly Supported by:

- ▶ **New South Wales Department of State and Regional Development**
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