

short course on Marketing Technical Consulting Services in Asia–Pacific

Despite the recent impact of SARS the Asia – Pacific region's growth prospects continue to be sound. Cities are the engines of growth in the region and urban infrastructure needs are growing rapidly. Consulting services and technologies are in high demand and are attracting the interest of international consulting organisations and technology providers.



One day short course

6 October 2003

Customs House
Brisbane Australia

For updates see: <http://www.transportroundtable.com.au/courses.html>

short course on

Marketing Technical Consulting Services in the Asia–Pacific region

The Asia–Pacific region consists of a diverse mix of countries each with their own unique features. The markets are becoming more sophisticated. There is a realignment going on in the region with changing country roles, increased local funding of projects, new approaches to procurement and changing international trading agreements all impacting on the export of technical consulting services.

What are the characteristics of these markets? How can these markets be accessed? How can individual companies considering entering these markets determine what is the appropriate market entry strategy for them? What are your legal obligations in Australia and abroad?

This practical one day course features presentations from experienced consultants and trade experts each with over 20 years of “hands on” experience in the marketing of technical consulting services in the Asia – Pacific region.

A feature of the course is a series of real life case studies backed up by appropriate theory relevant to the nature of Australian consultants. The course will be relevant to both private and public sector organisations looking to enhance their export of technical consulting services to the region. It is relevant to engineers, architects, economists and other disciplines.



Venue:

The heritage listed Customs House is located on the river in Brisbane's CBD.

Customs House
399 Queens Street
Brisbane Queensland
<http://www.customshouse.com.au>



You will gain the following benefits:

- Understand the nature of Asia – Pacific consulting services markets
- Develop knowledge of options for market entry and their attributes
- Learn how to prepare market assessments and identify individual opportunities
- Develop skills in selection of priorities for markets and how to prepare a marketing plan and identify sources of funding
- Gain knowledge of practical issues affecting marketing in the region
- Learn how to assess your organisation's readiness to export
- Know where to turn for more information

Who should attend?

Business development managers and staff in consultants, technology companies or government organisations interested in marketing of their services and export to Asia-Pacific. The course can also be of practical benefit to those charged with marketing technology products in the region.

For more information

Contact: Philip Sayeg Phone: 61 7 3844 5266
Email: p.sayeg@transportroundtable.com.au
Web: <http://www.transportroundtable.com.au>

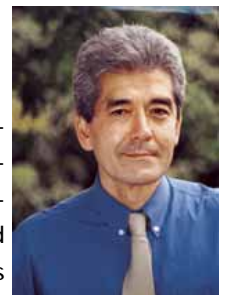
Course leader:

Philip Sayeg, Director, Transport Roundtable Australasia, Brisbane

Philip Sayeg has specialised marketing of international consulting services for 21 years of his 28 year career. This experience has included the marketing of consulting services for urban and regional transportation, urban planning, urban infrastructure and the environment throughout the Asia – Pacific.

Clients have included all levels of government in Australia, foreign governments, international organisations and private companies. He has held advisory positions to senior public officials in Asia and has lived and worked in Asia – Pacific (15 countries) for 10 of the past 21 years.

As a former director of a large Australian consulting company, he managed their Thailand operations for three years after which he established his own firm in Bangkok and subsequently in Brisbane, Australia. He



Course outline:

8:30 **Session 1: The export opportunity** [P Sayeg]

- Why export services?
- Overview of global trends in urban consulting markets
- Asian regional problems, issues and policies
- Asia – many markets
- Perception of accessibility of Asia-Pacific markets
- Key international currents [G Upton]

9:30 **Session 2: Asia–Pacific Marketing** [P Sayeg]

- Overview of consulting markets – size, stage of development, indigenous capability, funding, client types, role of international institutions
- Nature of marketing – importance of relationships
- Market entry strategies and attributes
- Marketing directly to International agencies
- Case studies for technical consulting

10:15 break

10:45 **Session 3: Planning for the market** [P Charles]

- Developing a marketing plan – business strategy, market research, identifying opportunities, reliability of information
- Marketing strategies
- Business development process
- Case study

11:30 **Session 4: Challenges of doing business in Asia–Pacific** [G Upton]

- Nature of country risk
- Absence of familiar legal and other frameworks
- Lack of international thinking
- Lack of commitment, lack of proper products
- Importance of relationships, cultural aspects
- Deciding whether you are ready for the challenge
- Key success factors
- Assessment of your readiness to export
- Case studies

12:30 lunch

1:30 **Session 5: Commercial Issues** [G Upton]

- Contract expectations – eg incomplete contracts
- Payment: letters of credit, insurance, sources of insurance, foreign exchange risk, delays
- Hidden costs: import duties (and other official and unofficial charges)
- Bonds/ bank guarantees
- Product standards, quality systems (Case study)
- Non transparency
- Identifying funding sources for marketing efforts, export assistance
- Taxation and accounting, double taxation treaties
- Writing commercial contracts
- Where to get more information

3:00 break

3:30 **Session 6: Dealing with International Institutions** [P Sayeg]

- Focus on World Bank, AusAid, and Asian Development Bank
- How they operate
- Sources of information on projects
- Recognise the link to funding source
- When is local market liaison appropriate
- Gaining a foothold

4:00 **Session 7: Selected Market Overviews** [P Sayeg]

- China
- Hong Kong
- Thailand
- Singapore

4:45 **Wrap Up** – discussion and evaluation of course

5:00 close

maintains close connections with his Asian colleagues, works part-time with the World Bank as a staff consultant in several Asian countries, and works with numerous other international clients

This year he has worked for the World Bank in Africa (3 countries on environmental issues), Samoa (national transport policy) and Thailand (transport & air quality).

He is also an editor of Smart Urban Transport publication and the Asia – Pacific correspondent for UK based global technology magazine Traffic Technology International.

Presenters:

- Geoff Upton, Managing Director, TradeFocusInternational, Adelaide formerly with AusTrade— has extensive private and public sector marketing experience in several Asian countries
- Professor Phil Charles, University of Queensland and Transport Roundtable Australasia, Brisbane



short course on

MARKETING **TECHNICAL CONSULTING SERVICES IN THE ASIA-PACIFIC** — 6 OCTOBER 2002

Registration

Please complete a separate form for each participant (form can be filled in on screen then print page)

Participant details

_____	_____
<i>name</i>	<i>preferred badge name</i>
_____	_____
<i>position</i>	<i>organisation</i>
_____	_____
<i>postal address</i>	<i>city/state/postcode</i>
_____	_____
<i>country (if not Australia)</i>	
() _____	_____
<i>phone/fax</i>	<i>e-mail</i>

Registration fee

All prices are in Australian dollars (indicate selection with X)

Registration includes course handbook, morning and afternoon refreshments and lunch.

- Short Course registration fee — \$990 per person (course fee \$900 +10% GST)
- Earlybird by 19 September 2003 — \$880 per person (course fee \$800 +10% GST)
- Handbook and course materials only (for those who are unable to attend) — \$550 each

Payment Method

Payment must be received before the start of the course

<input type="checkbox"/> I enclose a cheque payable to Transport Roundtable Australasia Pty Ltd (must be in Australian currency drawn on an Australian Bank)	
<input type="checkbox"/> Please charge my credit card the amount of \$ _____	
Bankcard <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diners Club <input type="checkbox"/>	
_____	_____
<i>name on card</i>	<i>signature (required)</i>
_____	_____
<i>credit card no</i>	<i>expiry date</i>
<i>Please note that debits to your credit card will appear as Ozaccom on your statement</i>	

How to register

Complete application form and forward to

OzAccom Conference Services

PO Box 164, Fortitude Valley Qld 4006

Phone: 61 7 3854 1611 Facsimile: 61 7 3854 1507

e-mail: tra@ozaccom.com.au

For information on accommodation and travel contact *OzAccom Conference Services*

Cancellation Policy: A registration confirmation will be mailed/faxed/e-mailed. Cancellation and refund requests must be submitted in writing and must be received at least seven days prior to the course commencing for a full refund, less \$100 administration fee. Substitutions will be accepted from individuals from the same organisation - requests must be in writing and can be accepted up to the start of the course.

Disclaimer: The information contained in this brochure is correct at the time of printing, Transport Roundtable Australasia Pty Ltd reserves the right to change any aspect of the course without notice.

www.transportroundtable.com.au

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