

Australian Business Wanted to Work on the Shanghai World Expo Pavilion

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The Industry Capability Network (ICN) is currently seeking registrations from Australian businesses interested in work with the Australian Pavilion at the Shanghai World Expo 2010. There are opportunities for business in all Australian states and territories to become involved in supplying both goods and services in areas such as design, construction and operations of the Australian pavilion.

ICN is a government-funded organisation that supports Australian industry by matching businesses with relevant opportunities and assisting purchasers locate competitive Australian suppliers. As part of its commitment to strengthening Australia's industry base by assisting local businesses access new markets, ICN is committed to maximising the involvement of capable Australian companies in this exciting project.

The Expo, to be held from 1 May to 31 October 2010, will be the largest in history. Over 220 countries and organisations are expected to take part in the Shanghai World Expo and organisers predict up to 70 million visitors will attend. Australia will take advantage of this valuable opportunity to strengthen bilateral links through a striking national pavilion and associated business promotion, cultural and communications programs. The total project cost is \$83 million, which is the largest investment Australia has ever made in a world expo.

The Federal Government intends to take full advantage of this platform to raise Australia's profile, showcase Australian capability and to support Australia's commercial interests in the China market. Commissioner General for Australia, Peter Tesch says:

"There are many areas in which Australian companies could become involved, ranging from building and construction, lighting and sound to operations and staffing. The Department of Foreign Affairs and Trade (DFAT) Shanghai World Expo 2010 Unit has worked with ICN, which has obtained national funding through the Supplier Access to Major Projects Program, to develop a program to maximise participation by Australian industry".

Australian companies have already been awarded major contracts in the initial stages of the project and ICN has identified a broad range of opportunities for Australian industry involvement in the construction and operations of the pavilion. Two Sydney-based companies have secured major contracts: Parker & Partners for the pavilion's communications and public affairs services; and George P Johnson to deliver the pavilion cultural program. Victorian companies that have won major contracts include Melbourne-based design company Think!OTS, which was chosen to develop the concept for the pavilion; and architects Wood Marsh, who designed the pavilion. International Venue Group (IVG), another Melbourne-based company, will provide the pavilion's staffing, retail and operations services.

ICN Victoria Executive Director Peter Yates encourages local businesses to register with ICN and take advantage of this valuable opportunity:

“As well as the identified opportunities with the Australian pavilion, we anticipate this involvement will provide companies with access to further opportunities, for example with the organising committee and other nations involved in the Expo as well as in the broader Chinese market. I encourage all those who are interested to visit ICN’s website – www.icnvic.org.au - and register their capability”.

To register your business visit www.icnvic.org.au and follow the links or contact ICN at (03) 9866 6155.

For further information contact ICN International Business Capability Adviser Michael Fairbairn on (03) 9864 6744, 0405 098 915 or at mfairbairn@icnvic.org.au

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Images available

For information on the Australian Pavilion visit www.expo2010.com.au.