



WOMEN *in* GLOBAL BUSINESS

Inspiring Australian women to international success

Speaker Series

Women in Global Business 2012

GROWTH MARKETS



A joint Australian, State and Territory Governments initiative

The Women in Global Business program invites you to the sixth Women in Global Business Speaker Series. Join us for this half day seminar to listen to and learn from prominent businesswomen who have succeeded internationally in international growth markets.

Case study speakers have been drawn from a variety of industry sectors representing an array of products and services.

These women will provide valuable insights and practical advice on how you can enter growth markets and expand your business internationally. Hear about the challenges faced and learn how they were overcome by speakers from small and large enterprises.

This is also a unique opportunity to meet with likeminded women from all areas of business, government and industry.

- Learn how to grow your business through outwards or inwards investment and/or expanding your export markets.
- Understand how Austrade and the State and Territory Governments can provide support for your export and investment business ventures.

Melbourne

Monday 30 July 2012

8.30am

Networking and registration for 9.30am start. Finish 12.00pm

KPMG Level 5,
147 Collins Street

Cost: \$75 & GST per person

Why you should attend

- Build your network and meet businesswomen during the networking sessions.
- Hear from local speakers and learn from their experiences in achieving international business expansion.
- Gain first-hand insights on the opportunities and challenges of expanding overseas.

Women in Global Business Program

The Women in Global Business program is a joint initiative of the Australian, State and Territory Governments. The program provides information and resources, support, advocacy, connection and communication services to support Australian businesswomen to engage in international trade and investment. **For more on this program, visit www.wigb.gov.au**

- **View 2012 video invitation**
- **View 2011 events feedback**

See over for speaker details then secure your spot online by clicking here

Program

08:30	Networking and registration		<i>Dr Jane Oppenheim</i> Ego Pharmaceuticals		<i>Ruxandra Lazarescu</i> dropbydrop
09:30	Welcome and introductions				
	Reflections: Doing business in the Middle East and Turkey <i>Amanda Hodges</i> Austrade, Istanbul	10:30	Networking Morning Tea		Panel discussion and questions
	Videopostcard – Russia <i>Tatiana Gvilava</i> All-Russian Public Organisation of Businesswomen	11:00	<i>Laura Anderson</i> Company Director and Corporate Advisor	12:00	Concluding comments Close and networking
			Videopostcard– Indonesia <i>Sofia Koswara</i> B Channel TV		

Speaker profiles



Amanda Hodges

Acting Consul-General and Trade Commissioner, Austrade Istanbul

Amanda Hodges is currently Acting Consul-General and Trade Commissioner, Istanbul. Prior to this she was Deputy Consul-General and

Trade Commissioner, Dubai in the United Arab Emirates. Amanda's focus has been on clean energy, advanced manufacturing sectors and water resource management.

Amanda's previous postings include: Atlanta, Georgia, USA and Milan, Italy.

Amanda graduated with a Bachelor of International Business Relations and Korean Language from Griffith University, Brisbane and then undertook a scholarship at Korea University, Seoul.



Laura Anderson

Company Director and Corporate Advisor

Laura Anderson is an independent Company Director and Corporate Advisor who has worked extensively in the United States, Europe and

Asia. She has received many awards for her contributions to industry and has earned an international reputation for her innovative contributions in the areas of scenario analysis, strategic planning, risk management and capability development. Laura was honoured as an Ambassador of Women for Women International on its 100th anniversary in 2011.

Laura is Chairman of SVI Global Pty Ltd, the L'Oréal Melbourne Fashion Festival and The Good Foundation.

Local case study speakers



Dr Jane Oppenheim

Ego Pharmaceuticals

After completing PhD at Monash University, Jane took up a postdoctoral fellowship in immunoparasitology at the Walter and Eliza Hall Institute of Medical Research. At the end

of 1988, Jane made the move into industry as Research Director at Ego Pharmaceuticals, and after two years she became the Scientific Director, a role that encompasses both research and development, quality assurance, registration and training of sales representatives. In this time, Ego has expanded its markets to include additional countries in Asia, the Middle East and Europe (UK, Cyprus and Malta).

In 2008, Jane became Scientific and Operations Director and now leads a team of over 150 people in the development, registration, manufacture and distribution of over 130 products to over 20 countries.



Ruxandra Lazarescu

dropbydrop

In 2011, Ruxandra Lazarescu founded "dropbydrop" together with other water lawyers, to advise on the legal issues involved in sustainable water management. Late last year she was

invited to participate in Victoria's Super Trade Mission to the Middle East in February 2012. Following the trade mission, Ruxandra was successful in forming a partnership with Sultan International Holding in Abu Dhabi to deliver services locally, and is progressing on marketing dropbydrop's services to the federal and state government authorities in the UAE.

Dropbydrop is also in the process of establishing a presence in Indonesia to respond to the demand for water governance advice on Indonesian projects.

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