Forum taps into new and growing markets

Representatives from chambers of commerce throughout Asia will join their Australian counterparts to explore new regional opportunities emerging and attend a trade expo during Open Territory, reports ASHLEY MANICAROS

A REGIONAL forum of representatives from chambers of commerce in Australia and Asia will showcase business during Open Territory next year. The Chamber of Commerce NT is hosting the two-day event which will incorporate a trade expo.

CCNT chief executive Greg Bicknell said the idea for a forum was generated following a visit to the World Chambers Forum held in Italy earlier this year. “We feel a forum like this is critical as part of the Northern Australian development,” Mr Bicknell said.

With all these free trade agreements our business is really in need of business getting together to make the best of these opportunities. “We've had a lot of interest out of our Australian development,” Mr Bicknell said.

“We will also run a business trade expo that will coincide with the forum. The first day will focus on international visitors and the second day will be general public.”

The NT Convention Bureau will use Open Territory to further demonstrate our business events capability. The director of the NT Convention Bureau, part of Tourism NT, Daryl Hudson, said the Territory has some significant areas to grow and it was important “decision makers could see what we could deliver”.

“We have world-class facilities and when we bring key decision makers to the Territory and they see how we've developed in the last decade it blows them away,” Mr Hudson said. “We have a lot of unrealised potential so it is important we engage with those who can bring business events to the NT.”

During the course of Open Territory, certain key events will be targetted as a demonstration of capability. These include the Northern Australia Food Futures Conference in April. The Northern Territory Farmers Association will host the conference which will focus on agricultural cropping and identify investment opportunities for agribusiness.

The NT Convention Bureau will host professional conference organisers working in the agricultural sector. Mr Hudson said two important outcomes were required from these types of familiarisations. “We need to show them we have the facilities,” he said. “And we need to show we have the competence to deliver their programs. We want them to meet our local industry suppliers who can deliver special events, the audio-visual needs and the merchandise needs for a conference or exhibition.”

Mr Hudson said the Alice Springs Cup in May would be used to demonstrate what the town has to offer as a conference destination. “We will leverage off the vibrancy of the town at that time of year,” he said. “We believe there are opportunities to attract more corporate business events from franchise business through to the automotive industry.”

Mr Hudson said the NT Convention Bureau would also focus on industries where it already has a strong presence. “We do very well in the health area, especially when it comes to remote and regional health topics,” he said. “We need to stay engaged in that area and keep the Territory at the forefront with decision makers because it is a very competitive market.”

The event will be held on April 28-29 at SkyCity Casino.

For conventions, NT is the host with the most

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April 14-15
APRIL AGRI BUSINESS FAMILIARISATION

The NT Convention Bureau will host an invitation-only program in Darwin designed specifically for professional conference organisers working in the agricultural field. The business event will incorporate fascinating technical tours and involvement in the food futures conference.

April 16-17
TERRITORY TASTE FESTIVAL

Territory Taste is a festival around the enjoyment of food that represents Northern Territory producers, farmers, growers, traders, both harvest and the Northern Territory hospitality industry. A one-day festival held at the Convention Centre will include shoulder events in Darwin focusing on the waterfront precinct. The festival will feature renowned international and local chefs, pop-up restaurants, Aboriginal bush tucker, stalls, and demonstrations by chefs, cooking classes, music, entertainment and a BBQ-table dinner.

April 17-18
RED CARPET INVESTORS FORUM

This invitation-only, two-day event will provide opportunities to mingle with successful global entrepreneurs, government ministers and businesses to investigate the richness of investment possibilities in local industry sectors in the Northern Territory.

April 29-30
TRADE EXPO

Businesses will showcase goods and services from across the Territory with participants experiencing what small to medium enterprises have to offer.

May 19-22
’MEET DARWIN’

For over four action-packed days, the Darwin Convention Centre together with the NT Convention Bureau will showcase an array of uniquely Darwin experiences and activities including representing the mining, medical science, retail, travel, finance and health sectors. Darwin will be showcased as Australia’s new visionary capital to influential event planners as part of the annual ‘MEET DARWIN’ familiarisation program.