



NAMOI UNLIMITED

Premier agricultural region in Australia

GUNNEDAH SHIRE COUNCIL | GWYDIR SHIRE COUNCIL | LIVERPOOL PLAINS SHIRE COUNCIL | TAMWORTH REGIONAL COUNCIL | WALCHA COUNCIL

MEDIA RELEASE

TRADE AND INVESTMENT FOCUS CONTINUES FOR NAMOI UNLIMITED

Chair of Namoi Unlimited and Gunnedah Shire Council, Mayor Jamie Chaffey has announced that Namoi Unlimited will partner with the NSW Government to bring experienced international professional to the region for a workshop on Thursday 2 May 2019.

Councillor Chaffey says “businesses, producers, farmers and entrepreneurs in the New England North West are invited to attend a FREE one day workshop to learn more about exporting and international markets with Cynthia Dearnin from Dearnin and Associates.

“In 2015, Namoi Unlimited did some work with the Regional Australia Institute to understand how to grow the economy of the Namoi.

“That report provides evidence that, if, as a group of Councils there was a collective focus to understand the impact of global commodity markets, create relationships with international markets for export, attracting investment on the right terms, and with brand Namoi NSW – the economy could grow significantly.

“Ms Dearnin worked with the Department of Foreign Affairs and Trade in Egypt, the United Arab Emirates and Qatar before moving to consulting work for the British and United States’ governments in Jordan, Kuwait, Lebanon, Washington and London. In 2013 she founded her company, Dearnin and Associates with a vision to empower companies to succeed internationally.

“It is wonderful that with the help of the NSW Government we can bring Cynthia into the region to talk to businesses first-hand.”

The workshop to be held at the Tamworth Golf Club on Thursday 2 May 2019 businesses looking at their export capacity and global connectivity should email info@namoiunlimited.nsw.gov.au for registration details.

The workshop comes ahead of a planned Study Tour to China by Namoi Unlimited and businesses from the Namoi region from the 19-25 May 2019.

Councillor Chaffey says “Namoi Unlimited received funding support from the Australia China Council to visit China and create events to facilitate relationships for Local Government and businesses.

“Our objective is to support businesses to consider the global opportunities in China. We will be facilitating events and meetings for business to generate business. Namoi Unlimited will also sign a Memorandum of Understanding with the Foreign Affairs Office of the Ningbo Government.

“While we recognise the region is currently battling this severe drought, we know a lot of producers are using this time to look inside their operations, to increase their resilience and considering moving forward into global markets.

The strategic goals of the Namoi Unlimited tour to China in 2019 are;

- To strengthen the foundations of engagement with Ningbo China.
- To seek, create and foster areas of engagement between agriculture, education, services and Local Government in Ningbo and across China.
- To showcase creativity, entrepreneurship and innovation with businesses from the Namoi in China.

<ENDS> For interviews with Councillor Jamie Chaffey, please phone 0467 402 412.



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INTERNATIONAL MARKETS AND EXPORT MASTERCLASS

DATE: Thursday May 2nd, 2019

TIME: 8AM TO 4PM

VENUE: TAMWORTH GOLF CLUB

COST: FREE PARTICIPANTS ARE REQUIRED TO REGISTER PLACES ARE LIMITED

ABOUT:

Regional businesses are looking for opportunities to expand into international markets in collaboration with Cynthia Dearn, Managing Director of Dearn & Associates, this workshop will give regional business owners the tools to start building businesses that 'go global'.

The Expand Your Vision masterclass takes you through the blueprint for international success and shows you how to get started. By the end of the day, you'll come away with:

- A clear vision for your international business
- Clarity about where to start
- Short-to-medium term goals to start on right away

NAMOI UNLIMITED STUDY TOUR TO CHINA – 19-25 May 2019

The strategic goals of the Namoi Unlimited tour to China in 2019 are;

- To strengthen the foundations of engagement with Ningbo China. Ningbo is a city with a population of 7.6 million potential consumers of Australian literacy, business and cultural capability.
- To seek, create and foster areas of engagement between agriculture, education, services and Local Government in Ningbo and across China.
- To showcase creativity, entrepreneurship and innovation with businesses from the Namoi in China.
- To facilitate dialogue and cement professional and institutional networks for Local Government and businesses in the Namoi.
- Play a part in promoting and harness the leadership across Australia and China to strengthen bilateral connectivity.

ABOUT NAMOI UNLIMITED

Namoi Unlimited is a Joint Organisation of Councils in NSW. Members of Namoi Unlimited are Gunnedah Shire Council, Gwydir Shire Council, Liverpool Plains Shire Council, Tamworth Regional Council and Walcha Council.

Members work together to coordinate, collaborate, plan and prioritise important projects and initiatives for the benefit of regional NSW.

FOR more information about any of these projects email info@namoiunlimited.nsw.gov.au.