

Seeking information on sources of Asian business information?

Want to do business with Asia? Or is your company very keen to increase its share of the lucrative Asian market? If you are continually on the alert for better sources of Asian business information, then attendance at the *Asian Business Information Forum* will be one of the smartest and most cost-effective decisions that you will make this year.

The Information Science Section of ALIA will present a two-day forum on identifying and locating the 'best sources' of Asian business information on 30-31 August 1994, at Parliament House, Macquarie Street, Sydney.

Who will benefit?

The two-day event is designed to appeal to library and information professionals whose companies are engaged in business ventures with

Asian partners, by locating solutions to the most common challenges confronting both the information professionals and their business clients, alike.

The forum has been planned to include keynote speakers from organisations involved in a range of Asian business activities, plus two interactive case studies dealing with 'real life' scenarios and common questions asked of the business analysts, Asian experts and consultants who will constitute the panels of forum advisers.

Key attractions

Speakers and topics have been selected to cover the major areas of concern to business looking to make the 'Asian connection'. These range from the initial, tentative explorations into market potential, to specific details regarding the financing of your business expansion. Subjects and presenters include:

- *For doing business in Asia, information is gold* (Pamela Fayle, Head of the East Asia Analytical Unit, Department of Foreign Affairs);
- *The role of the media in Asian business information* (Graham Earnshaw, Editor of Reuters Asia Ltd);
- *From good idea to great investment* (Terry Ogg, Director of Business Development, KPMG Peat Marwick);
- *Legal hurdles and how to overcome them* (David Olsson, Partner, Malleson, Stephen Jaques);
- *Challenges facing Australian business in Asia* (Chris Nailor, Consulting Director, The Economist Intelligence Unit).

The case studies will focus on two of the most common type of business venture currently being undertaken by Australian companies in Asia—the problems inherent in introducing a consumer product to the Asian market, and the opportunities for the development of a professional service industry in Asia.

Product reviews plus a free exhibition

An exhibition by information service providers such as Dialog, AAP

Reuters and Ferntree, whose products will help you to locate those elusive sources of reliable and timely Asian business information, will be enlivened by dynamic product revues where attendees are encouraged to ask the most searching questions. Business managers and information professionals are asked to bring along their lists of queries that have previously fallen into the 'too hard' basket, for practical help on the spot.

In order not to disappoint those who fail to secure a seat at the forum, the exhibition will also be open to the public at no charge, on 30-31 August. The exhibition, located in the Main and Theatre Lobbies of State Parliament House, will provide a showcase for vendors to update existing and potential clients on the latest additions to their stable of Asian business resources. If you thought that you were up-to-date on available Asian sources, be prepared for some stunning surprises.

A new feature

Another new feature will be the appearance of an Asian information sources 'white board', on which information seekers at the forum can post queries and receive same-day replies from information vendors who feel that they can offer appropriate solutions.

Delegates who wish to pursue the opportunities offered by informal contact, in a relaxed atmosphere, can participate in the complimentary cocktail party (sponsored by AAP-Reuters), or reserve their ticket for the formal luncheon to be held on 30 August. Guests at the three-course luncheon will include the Speaker of the Legislative Assembly and the President of the Legislative Council, the keynote speakers and those delegates lucky enough to acquire one of the limited number of tickets.

Attendance fees have been attractively discounted for ALIA members. Full details, see *Events*, or contact Wael Foda (ACMS) on (02) 332 4622. ■

FREE DEMO DISK

INMAGIC®
Plus™

- * Libraries
- * Legal applications
- * Litigation support
- * Records management
- * Image storage

Trimagic Software

Authorised INMAGIC Dealer & Training Centre

Ph: (02) 413 1799

Fx: (02) 413 1710

Freecall: 008 267 937