

BSI recruits Aussie tech companies for China trade mission

Reinforcing its commitment to helping grow small to medium businesses, Business Strategies International (BSI) today announced a trade mission to the 2006 Asian Technology Roundtable Exhibition (ATRE) being held in Beijing later this month.

The mission, to be conducted in collaboration with Digital Investor, is scheduled for 24-26 April in Beijing China.

According to Ivan Kaye, BSI's executive director, The mission is designed to help establish business contacts and relationships in the Chinese marketplace. Participating companies will be able to meet, present and network with leading IT, telecommunications and venture capital executives from China, India, Japan, Korea, Taiwan and Singapore as well as pitch for funds and make a corporate presentation to potential partners and distributors.

Participation will be limited to 10 companies, with priority given to qualified and prepared BSI/Digital Investor client companies in the IT and wireless/mobile services space. Participating companies can include up to four representatives in their delegations.

BSI will assist chosen companies in evaluating potential sources of government grant funding, such as the VICstart program, for Victorian-based companies and Austrades Export Development Marketing Grant.

ATRE offers a unique opportunity to explore Asia's essential role both as a global resource and marketplace. ATRE is the only forum in Asia that creates direct access to the Chief Executives of established companies.

ATRE have a set and successful format of keynotes, Meet the Money, Corporate Presentations, and high-level networking events. The company that owns ATRE (DASAR Inc) also owns Red Herring and runs private conferences for the world's leading CEOs in IT and Telecoms.

Founded over 20 years ago, ATRE is an invitation-only conference for CEOs and senior executives of IT companies, Telecommunication companies and Venture Capitalists to explore Asia's essential role both as a global resource and marketplace. ATRE creates direct access to the chief executives of established companies in Asia.

According to David Male the CEO of Agent Technology, "I benefited greatly from going to ATRE. There were insights and perspectives I gained there which I do not believe I could learn from books or face to face discussions within Australia. I also benefited from advice and assistance in preparing for my Meet The Money presentation.

BSI and Digital Investor will jointly assist participants with positioning their presentation, as well as identify, qualify and arrange meetings with targeted private equity investors, strategic partners/distributors both pre and post event in China. In addition, BSI and Digital Investor will seamlessly help with creative deal structuring and negotiations post the event, he added.

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About Business Strategies International

Established in 1989, Business Strategies International (BSI) is a leader in providing innovative and integrated business services for small to medium businesses through to large corporate enterprises. As an organisation, BSI have grown through their vision of "helping you grow" through business strategy, accessing government assistance and raising capital. For more information visit www.bsi.com.au

About Digital Investor

Digital Investor is a specialist management consultancy and advisory firm focused on the IT and telecommunications industry itself, and major users of their services. Digital Investor provides fearless independent review of strategy, projects, processes, partners and positioning. For more information visit www.digitalinvestor.com.au

About Asian Technology Roundtable Exhibition

For more information visit www.atre2006.com

NOTE TO EDITORS: Ivan Kaye is available for media interviews upon request.