



BNI ® Initiates Global Celebration of International Networking Week

Changing the way the world does business

BNI (Business Network International) chapters around Australia will celebrate the key role that networking plays in the development of successful businesses across the world during International Networking Week® on February 3-7, 2014.

An initiative of BNI International, International Networking Week®, centres around helping businesses in every part of the world achieve growth and success through effective networking.

According to BNI Australia director Frederick Marcoux, representatives from government, business, community, and the public will join together to celebrate during the special week.

"The goal of International Networking Week® is to recognise the key role that networking plays in the development and success of businesses across the world," Mr Marcoux said.

"The week presents an opportunity for networking groups, companies, organisations, and individuals across the globe to start 2014 by taking proactive steps to strategically use networking to promote business growth."

International Networking Week 2014 will be observed worldwide through hundreds of events, large and small, in areas such as Australia, Austria, Brazil, Canada, Cyprus, England, Finland, France, Germany, Ireland, Nigeria, Poland, Singapore, South Africa, Sweden, the United States, and more.

These celebratory events will feature presentations by respected networking experts, provide participants with powerfully effective networking tips and strategies for achieving long-term business growth, and give attendees plenty of opportunities to network with like-minded business professionals and entrepreneurs.

According to Dr. Ivan Misner, the Founder of BNI:

"Different countries, different cultures, different races, different religions, different people, different places - we are all united by one thing. We all speak the language of referrals. We all want to do business with people we know and trust. Relationship networking is not only a great way to get business; it's an even better way to do business. I urge people worldwide to utilise International Networking Week to focus on doing something to improve their own networking efforts because there really is no better time than now to start strengthening your business relationships," he said.

"It is also about creating an awareness relating to the process of relationship networking, an approach to doing business based on building long-term successful relationships with other people."

International Networking Week is open to all business professionals, tradespeople, entrepreneurs, students, press representatives, government and council representatives - anyone who would like to know more about how business networking can grow individual businesses and make a powerfully positive impact on the global economic landscape.

Click here for a list of global activities and to find an event near you. To find out more about International Networking Week, watch the official 2014 video by clicking here and be sure to visit www.InternationalNetworkingWeek.com.

To find out more about BNI Australia, please visit <http://www.bni.com.au/>

In Australia for 2013, a total of 98,130 referrals were given by BNI members that resulted in a record \$256.6 million in closed business. For further comment contact BNI Australia director Frederick Marcoux on 0419 040 015.

ENDS

Contacts

Frederick Marcoux

0419 040 015

mailto: frederick.marcoux@bni.com.au