

Welcome to the 2009 South West Focus Conference

Can I firstly recognise the local Noongar people the traditional owners of the land on which we meet today.

The South West Chamber of Commerce & Industries is the representative body of all chambers within the South West and supports business development in the region.

Bi annually we host the south west focus conference to promote the capabilities of the local business community and to examine current issues and opportunities. The committee for the 2009 program has representatives from the SWCCI, SWDC, BWEA and Ausindustry and I would like to thank them for their support. I would also like to thank our sponsors who will be profiled throughout the program.

The theme this year is “Engaging Global Industries” and recognises the interconnectedness of the global business community.

The South West of Western Australia is the regional economic powerhouse of the State and has a growing number of businesses actively participating in the global economy.

Through improved technologies, communications, transport and distribution systems there are increasing opportunities for people to engage in the international marketplace and with applied creative thinking and calculated risk taking, many other local businesses can be a successful part of the global economy.

I trust that today’s program will be educational and will inspire you to consider how your business might recognise and position itself to take advantage of the changing global business landscape

You will note that the program design covers broader strategic issues this morning and looks at specific market niche opportunities this afternoon. If there is time at the end of each presentation we will take questions however if this is not possible our speakers will be available during breaks for you to follow up with them. Can I also note that presentation slides will be posted to the website after the conference.

Let me now introduce our first speaker.

David Kerr
2009 South West Focus Committee Chairman
South West Chambers of Commerce and Industry President