



Media Release

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TROPLINKS WELCOMES NEW BUSINESS DEVELOPMENT SPECIALIST

TropLinks, Northern Australia's leading organisation in the promotion, commercialisation and export of Tropical Expertise, has strengthened its already extensive experience, with the appointment of Business Development Specialist, Brett Henderson, based in Townsville, North Queensland.

Brett joins TropLinks from his previous role as Regional Manager with Austrade, where he was responsible for the entire North Queensland Region. He has previously established Exporters Networks in Victoria and Queensland and led trade missions into the PNG the South Pacific, United States, Canada and New Zealand.

Developing his understanding of innovation and commercialisation, Brett became Regional Manager for AusIndustry (Department of Innovation, Industry, Science and Research). In this capacity, he had identified the need for companies to pursue innovation in a strategic manner. This led him into collaborating with like-minded people in North Queensland, and as a founding member, created the Tropical Innovation Awards.

TropLinks CEO, Graham Poon says "We are very pleased to announce the appointment of Brett Henderson to TropLinks. His experience and drive will be of enormous benefit to the organisation. His insight and advice will be invaluable, as we strengthen the organisation's objective to develop members' capacity to commercialise and export Tropical Expertise to international tropical markets."

Commenting on his appointment Brett said "Northern Australia is an exciting place to be right now, and will undoubtedly be an economic driver into the future. We have the knowledge, experience, products and services that can be utilised as a competitive advantage in areas such as agriculture, health and the environment. I look forward to this challenging role in commercialising and showcasing our tropical expertise to the world."

"Troplinks welcomes individuals and companies to become members of Troplinks. If you have a product or service that is well suited to the tropical environment please contact us directly" said Mr Poon.

Brett Henderson can be contacted on 0421 761 838. Alternatively, for further information about TropLinks, please visit www.troplinks.com or contact Jodie Dollery, Office Manager on 07 4041 0955, e-mail: jodie.dollery@troplinks.com.

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