



# TropLinks Presentation

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CEO  
TropLinks Inc.

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# What is TropLinks Inc?

TropLinks Inc. is an independent, not for profit incorporated association established to grow its members under the umbrella of:

## ***Tropical Expertise***

**The Expertise that members have developed from living and working in the Tropics**

- Though not a government body, TropLinks is initially funded by the Queensland Govt
- TropLinks is a key mechanism in Qld Govt Tropical Expertise Strategy 2008-2012
- Joining with WA, NT /Intl to be a Nth Aust./International initiative







# Vision and Mission Statement

## Vision

- To grow the Tropical Economy of Australia

## Mission Statement

TropLinks will maximise the capacity to develop, commercialise and export Tropical Expertise (science, knowledge and innovation) in:

- Tropical Environmental Services
- Tropical Agriculture
- Tropical Health
- Tropical Living (including built environment, education, tourism, services to mining)







# Membership

Basis: Those with a desire to develop, commercialise and export tropical expertise (science, knowledge and innovation)

- Membership-base includes:
  - Private sector businesses
  - Businesses and industry groups
  - Individuals
  - Research bodies
  - Educational Institutions
  - International members
- Membership will be fee-based though free initially







# TropLinks Current Board

- Mr Geoff Plante - Chairman, Planpac Group (President & Secretary)
- Ms Debra Burden, GM 1300Smiles (Treasurer)
- Prof Geoff Garrett AO- Qld Government Chief Scientist
- Professor Sandra Harding - Vice-Chancellor & President, James Cook University, Townsville/Cairns
- Mr Brad Webb – Managing Director, BM Webb Group
- Mr Mario Pennisi - CEO, Queensland Clinical Trials Network
- Dr Ian Poiner -CEO, Australian Institute of Marine Science
- Mr Frank Dallmeyer, Director, Tropical Energy Solutions
- Dr Ian Watson- Site Leader, CSIRO Townsville







# TropLinks Staff

**Graham Poon**  
CEO

**Brett Henderson**  
Business Development Specialist, based in Townsville

**Jodie Dollery**  
Office Manager







# Services to Members

## Assistance with Critical Issues for North Australia:

- Business matching/Opportunity Identification: especially collaborative bids/alliances
- Stakeholder engagement: build critical mass to pursue larger projects
- Identity and branding
- Advocacy and coordination
- Funding and capital raising: investment for projects, industry development







# Strong support from Qld & Federal Government business units

## Qld Government

### **Department of Employment, Economic Development and Innovation**

- Trade and Investment Qld
- Agriculture, Food, Tourism and Regional Services
- Environmental Technologies
- Technology and Commercialisation
- HEAT initiative (Creative Industries Unit)
- R&D Forums and Tech Clinics (Commercialisation & Innovations Networks Team)
- Regional Offices

### **Department of Environment and Resource Management**

## Federal Government

- Austrade
- AusIndustry







# Alliances

## Working Partnerships and Alliances

- Advance Cairns
- Cairns Regional Council
- Townsville Enterprise
- Cairns Institute
- Qld Tropical Health Alliance
- Regional Development Australia (RDA)
- Pacific Power Association
- Cairns Chamber of Commerce
- Mareeba Chamber of Commerce
- Port Moresby Chamber of Commerce
- Australia-PNG Business Council







# International Markets

## Three Current Focus Areas:

- PNG
- Guam/Micronesia
- The Pacific with a focus on energy & renewables







# Highlight Activities 2009-2010

- Treasurer's Trade Mission to PNG
- Member's Trade Mission to PNG
- Trade Mission to Asian Development Bank
- Pacific Power Association Annual Conference
- NT Engagement Mission
- TropLinks International Symposium
- Inaugural Sponsor Tropical Innovation Awards
- Excellent working relationship with Trade & Invest Qld for international projects







# Some countries where projects pursued

- **Fiji**
- **Solomons**
- **Guam**
- **Maldives**
- **PNG**
- **Philippines**
- **Japan**
- **Kazakhstan**
- **Libya**







# TropLinks International Symposium

**Vision: Become the event focal point for  
Tropical Expertise in Australia and  
Internationally**

**Inaugural Event: Held Aug 21-24, 2010 in Cairns**

**270 participants, high level recognition of Tropical  
Expertise**







# Symposium- 4 Components

- **The Business of Tropical Expertise**
  - Winning Projects in the Asia-Pacific Region
- **Torrid Zone II**
  - At Home in the Torrid Zone
- **Neglected Tropical Diseases**
  - Multi-sector Interventions
- **Australasian Life Sciences Tropical Investment Forum**
  - Investing in the Tropics - It's Hot







# Industry Groups Formed from Symposium

- **Education & Training**
- **Health**
- **Energy**
- **Environment**
- **Built-environment**
- **Business Services**







# The Future

- Trade Missions to PNG, Guam/Micronesia, the Pacific
- Pursue opportunities with Industry Groups
- Build engagement with NT and WA actively
- TropLinks International Symposium, Townsville
- Commercialisation Initiatives







[www.troplinks.com](http://www.troplinks.com)

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