



Taking Australia's tropical expertise to the world

Tropical Expertise – the skills, knowledge and professional expertise developed from living and working in tropical regions

Who are we?

TropLinks Inc. is a not-for-profit incorporated association, made up of a network of, companies, industry groups, economic development organisations and research bodies that are working together to build the critical mass needed to capture a slice of the global tropical market. Within the network, members maintain their own corporate identity and benefit from the synergy of association and complementary skill sets that TropLinks offers.

Vision

To grow the Tropical Economy of Australia, by 2025, targeting a contribution of up to \$30 billion to the economy.

Mission

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

- o Tropical health
- o Tropical environmental services
- o Tropical agriculture
- o Tropical living (including energy, built environment, education, tourism, services to mining)

What is Tropical Expertise?

Businesses and research organisations in Northern Australia have developed specialist skills and knowledge to adapt to the environmental challenges presented by the tropics. This body of skills and knowledge is called Tropical Expertise.

The Tropical Expertise sector specialises in the production and development of goods and services that cater to the tropical environment. These tailored goods and services are the result of the skills, knowledge and professional expertise obtained from living and working in tropical regions.

Benefits of becoming a TropLinks Member

TropLinks provides the branding, support and vision that members need to expand their tropical reach without sacrificing corporate identity or IP ownership. It provides the following services to members:

- o **Funding and capital raising** – actively identifying funding pools and attracting investment for projects and industry development.
- o **Business matching** – bringing members together through partnerships or alliances to bid collaboratively for major projects.
- o **Identity and branding** – creating a united, internationally-recognised presence to make it easier for members to market products and services.
- o **Stakeholder engagement** – networking members in Australia and internationally to build the critical mass to grow a sophisticated tropical expertise industry.
- o **Corporate leadership** – advocacy, coordinating and securing strategic opportunities for members.

o How to become a TropLinks Member

TropLinks welcomes all tropical expertise stakeholders, including members from Australia and international:

- Businesses and consultants
- Industry bodies
- Economic development organisations
- Universities and research bodies
- Angel/philanthropic investment organisations
- Local, state, and federal government agencies
- International development agencies
- Non-government organisations
- International government agencies

TropLinks membership is free of charge and application is made through the TropLinks website: www.troplinks.com

o More information

For further information, contact:

TropLinks

212 McLeod Street
Cairns Queensland 4870
Australia

PHONE (WITHIN AUSTRALIA)
07 4041 0955

PHONE (INTERNATIONAL)
+(617) 4041 0955

EMAIL
info@troplinks.com

CAIRNS OFFICE

Graham Poon
Chief Executive Officer
PHONE +61 0448 951 454

Jodie Dollery
Office Manager
PHONE + 61 07 4041 0955

TOWNSVILLE OFFICE

Brett Henderson
Business Development Specialist
PHONE +61 0421 761 838



TropLinks is a key initiative of the Queensland Government's Q-Tropics: Queensland Tropical Expertise Strategy 2008-2012, which seeks to stimulate jobs growth by building tropical knowledge industries. However, the organisation is not a government body and operates independently.

Trade Mission to Guam

Taking Australia's tropical expertise to Guam

Stream 1: 22 – 31 July 2011

Stream 2: 26 – 31 July 2011

About this mission

TropLinks is holding a dual stream mission to showcase Tropical Expertise, build partnerships and explore opportunities being brought about by the military build-up in Guam. Participants who wish to combine the Pacific Power Association Conference with the trade mission, should select Stream 1. Participants who are not attending the Conference, should select Stream 2.



About Guam

Guam is a tropical US Territory in the Northern Pacific, about 4.5 hours direct flight from Cairns. The current population is 175,000. The main private sector industry is tourism and Guam hosts over 1 million tourists, primarily from Asia, every year. The infrastructure and facilities are well developed for a relatively small island and reflect the needs of the tourism sector. Guam is facing an unprecedented growth phase over the next 5 – 7 years and beyond. The main reason is that the US military is seeking to relocate around 8,000 marines and their dependants to the island, and this figure is projected to be in excess of 25,000 people.

Numerous business opportunities are arising from the direct effects of the military build-up, as well as the need to upgrade the civilian infrastructure and the needs of the increased population. Many of the opportunities that are developing are an excellent match for the supply capabilities of Northern Australia and its leadership in Tropical Expertise.

Why should you participate?

The following is included by TropLinks in the mission fee:

- A specifically targeted appointment programme for your business or organisation with accompaniment by TropLinks staff where possible
- Appointments with key government officials, political leaders and members of the local business community
- Larger scale to smaller opportunities available
- Opportunity to promote your products and services by participating in networking activities
- Establish a foothold in Guam which may open other markets in Micronesia
- Take the opportunity to learn more about current economic and political conditions in Guam
- Benefit from comprehensive logistical arrangements including ground transportation, hotels and daily itineraries
- Detailed mission guide including market, culture, political, economic and travel information

Mission leader profile

Graham Poon, CEO of TropLinks, has lived and worked in Guam and Micronesia for over 6 years and has assisted Australian businesses to access this market for almost 20 years.

Graham has a high level of understanding of the business, cultural and political aspects, and has facilitated in transactions totaling over \$30,000,000.



Important information

Date:

Stream 1: 22 – 31 July 2011 *

Stream 2: 26 – 31 July 2011 *

Cost:

\$1,990 members Inc. GST

\$2,190 non-members Inc. GST

The total cost per delegate includes scheduled events and group itinerary.

The cost does not include airfares, accommodation and other incidentals.

* subject to numbers

Registration:

Please contact Jodie Dollery to register by **Friday 01 July 2011**.

Who should attend?

This trade mission is open to all companies looking to engage with Guam. This includes:

- **Education and training providers**
- **Building and construction**
- **Energy services** with a focus on renewables and demand side management
- **Hospitality and tourism**
- **Engineering and technical services**
- **Green building and design**

Contact

Graham Poon

Chief Executive Officer

PHONE +61 07 4041 0955

MOBILE +61 0448 951 454

graham.poon@troplinks.com

Jodie Dollery

Office Manager

PHONE + 61 07 4041 0955

jodie.dollery@troplinks.com

Brett Henderson

Business Development Specialist

MOBILE +61 0421 761 838

brett.henderson@troplinks.com



TropLinks

212 McLeod Street

Cairns Queensland 4870

PHONE +61 07 4041 0955

FAX +61 07 4041 0633

www.troplinks.com

TropLinks is a key initiative of the Queensland Government's Q-Tropics: Queensland Tropical Expertise Strategy 2008-2012, which seeks to stimulate jobs growth by building tropical knowledge industries. However, the organisation is not a government body and operates independently.