



TropLinks International Symposium

The Business of Tropical Expertise

Graham Poon
CEO

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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
- Will join with WA, NT /Intl to be Nth Aust./Intl initiative

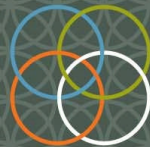




Membership

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

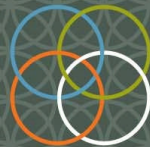
- Membership-base includes:
 - Private sector businesses
 - Businesses and industry groups
 - Individuals
 - Research bodies
 - Educational Institutions
 - International members
- Membership will be fee-based though free initially





TropLinks Board

- Professor Peter Andrews (President & Secretary) - Queensland Government Chief Scientist
- Professor Sandra Harding (Treasurer) - Vice-Chancellor and President, James Cook University, Townsville/Cairns
- Mr Geoff Plante (Vice-President) - Chairman, Planpac Group
- Mr Brad Webb - BM Webb Group
- Mr Mario Pennisi - CEO, Queensland Clinical Trials Network
- Mr Ron Tong - Managing Director, Tong Sing Pty Ltd
- Dr Andrew Johnson - Group Executive, Environment CSIRO
- Dr Ian Poiner - Director, Australian Institute of Marine Science
- Ms Debra Burden, GM 1300Smiles





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)

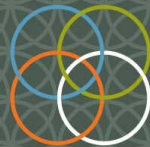




Services to Members

Assistance with Critical Issues for North Australia:

- Business matching/Opportunity Identification: especially collaborative bids/alliances
- Stakeholder engagement: build critical mass
- Identity and branding for better recognition internationally
- Diversifying the economy
- Funding and capital raising: investment for projects, industry development





International Markets

Projects and commercial opportunities

- Opportunities will be project-based but geographically, initial targets will be Sth East Asia, northern and southern Pacific
- Aid/development funded e.g. ADB, WB, AusAID, UNDP
- Direct to industry e.g. mining services, building design, education & training, engineering, tourism
- Commercialisation of innovation

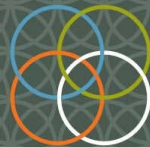




International Markets

Three Initial Focus Areas:

- PNG
- Guam/Micronesia
- The Pacific esp. Energy (renewables/
energy efficiency)





Membership of TropLinks

It's All About Linkages and Partnerships

- Establish greater national and international linkages
- Alliances with and support for economic development agencies, Chambers of Commerce, Federal and State Govt departments, research institutes
- 200 members in July 2010 with concerted membership drive starting soon





Strong support from Qld & Federal Government business units

Qld Government

Department of Employment, Economic Development and Innovation

- Agriculture, Food, Tourism and Regional Services
- Trade QLD
- 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/Australian Tropical Expertise Consortium (ATEC)
- Cairns Regional Council
- Townsville Enterprise
- Cairns Institute
- Qld Tropical Health Alliance
- Regional Development Australia (RDA)
- Cairns Chamber of Commerce
- Mareeba Chamber of Commerce



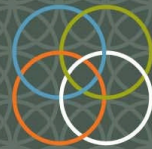


Symposium Launch

TropLinks International Symposium

Vision:

**Become the event focal point for
Tropical Expertise
internationally**





TropLinks Inc

www.troplinks.com

Graham Poon, CEO

+61 (0)448 951 454

graham.poon@troplinks.com

Jenny Compton, Office Manager

+61(0)410 536 269

jenny.compton@troplinks.com

TropLinks Office

Phone: (+617) 4041 0955

Fax: (+617) 4041 0633

212 McLeod St, Cairns, Queensland, Australia 4870

