

Wednesday, 14 March 2012

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Australia's clean energy credentials showcased at Globe 2012

The Australian Trade Commission (Austrade) is raising the profile of Australia's clean technology capabilities across North America by participating in the region's largest environmental trade fair and conference, Globe 2012.

John Madew, Austrade's Senior Trade and Investment Commissioner for Canada, said participating in the biennial event again, builds on the profile and capabilities demonstrated in 2010.

"Participating in these events provides a platform to not only highlight Australia's clean technology capabilities but also explain to North American investors, especially Canadians, why Australia is an attractive investment destination," Mr Madew said.

"With the event attracting global exhibitors from more than 22 countries, it presents greater opportunities to form strategic alliances and attract investment capital from North America, the European Union and Asian markets," he said.

Nigel Warren, Austrade's Senior Trade and Investment Commissioner for San Francisco, said Austrade will be holding several events during the conference as well as sponsoring the session – *'Next Generation Biofuels'*.

"We will also participate in a breakfast networking seminar where we will outline the investment opportunities, capabilities and how Australia's Clean Energy Futures Program is helping to build a sustainable economy," Mr Warren said.

"Australia has the potential to become a world leader in sustainable technologies, creating jobs for Australians in areas such as renewable energy, biofuels, green buildings, carbon capture and storage and sustainable water technologies.

"Investment figures from Bloomberg New Energy Finance show that the Australian clean energy market was worth A\$5.2 billion in the 2010-11 financial year," Mr Warren said.

"There are also more than 1,160 cleantech companies in Australia who had combined revenue of A\$26 billion and employed 45,000 people, according to a recent report by Australian CleanTech," he said.

Additionally, an education seminar titled *'Innovation Den'* will be held to showcase Australian university R&D clean energy capabilities to participants, with the aim of encouraging partnerships/collaboration between Australian universities and companies in Canada and the US.

Globe 2012 will also be the launch of Brand Australia program which uses the **Australia Unlimited** brand to reach out internationally to the Australian diaspora as well as global citizens, to tell the story of contemporary Australia.

Brand Australia is a bold initiative that is focused on changing the perception of Australia internationally, by telling the stories of contemporary Australia. Global research has shown that while we are well-known for our friendly, laid-back lifestyle and spectacular landscapes, we rarely receive acknowledgement for our achievements in science, innovation, creativity and many other areas.

WHAT: Austrade events at Globe 2012

WHO: Australian Trade Commission (Austrade)

WHEN: Thursday, 15 March 7.15 – 8.15 am

Power Hour Networking Breakfast - "How Australia's Clean Energy Futures Program is building a sustainable economy" Speaker: Nigel Warren, STC San Francisco

Thursday, 15 March 1.30 – 3.00pm

Next Generation Biofuels: Driving the Development of a Lower Carbon Economy

Panel:

- *Nigel Warren, STC, Australian Consulate General-San Francisco – Moderator*
- *Geoff Bell, CEO, Microbiogen*
- *Marie-Helene Labrie, EVP Government Relations, Enerkem*
- *James Collins Jr., President, DuPont Industrial Biosciences*
- *James Dack, Vice President, Stern Brothers & Co.*

Thursday, 15 March 3.30 – 5.30pm

Australia: Innovation Den" – Pan Pacific Hotel (Oceanview Suites 5+6)

Panel:

- *David Wilson, General Manager, Research, Development & Venture Capital, AusIndustry, DIISTRE – Moderator*
- *Professor Alistar Robertson, Pro Vice Chancellor (Research) – University of Western Australia*
- *Professor Jeff Laughran, Pro Vice Chancellor (Faculty of Science & Engineering) – James Cook University*
- *Professor Robert Henry, University of Queensland*

Thursday, 15 March 5.30 -7.30pm

Australia Unlimited Reception – Pan Pacific Hotel (Oceanview Suites 1+2)

WHERE: Vancouver Convention Centre

– ENDS –

Available for interviews:

John Madew, Austrade Senior Trade & Investment Commissioner Canada

Nigel Warren, Austrade Senior Trade & Investment Commissioner San Francisco

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