Invitation to attend

Going global: taking your creativity to the world

Helen and David Lennie, Signature Prints

The Australian Government's Creative Industries Innovation Centre (CIIC) invites you to attend a forum to raise awareness of export opportunities for Australian creative companies.

DATE & TIME:
23rd January, 2014
12.00noon to 4.00pm
Lunch will be served on arrival.

LOCATION:
The Australian Technology Park, Redfern.
Address details to be provided.

RSVP to Michael Grieve:
Michael.Grieve@industry.gov.au
02 8217 5000 by 14th January 2014.
Please note places are limited. This program is provided at no cost.

Join us as we share the story of Signature Prints, owner and exporter of the iconic Florence Broadhurst range of designs. Principal Helen Lennie will discuss the strategy behind Signature Prints' re-release of the Florence Broadhurst range to an international audience. Today, the company exports to more than 20 countries and has a wealth of knowledge on how to access and manage international markets.

Helen will be joined by subject specialist Peter Mace, General Manager, Australian Institute of Export who will provide a practical and in-depth overview of exporting.

TOPICS COVERED WILL INCLUDE:

· How to develop your business to be export-ready

· Business models

· Production on and offshore

· IP management

· Challenges and opportunities associated with different overseas markets

· Sales and marketing

An Austrade representative will also take questions on the programs and support they offer the creative industries.

The forum will include a behind-the-scenes studio tour of Signature Prints in Rosebery, examining the company's design process as a premium hand screen print company.

Delivered to a small group, this interactive event gives attendees the opportunity to ask questions specific to their business.

Signature PRINTS
SYDNEY AUSTRALIA

About

The Creative Industries Innovation Centre supports the business of creative enterprise by providing business advisory services nationally. It is part of the Australian Government's Enterprise Connect program, and is supported by the University of Technology, Sydney.

creativeinnovation.net.au

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Shaping Business, Transforming Industry