

Developing opportunities

Australian Business Development Exhibition, October 18-19, presents Queensland's best single opportunity to develop business, according to organisers.

"That's the reason for its existence – a Queensland-grown event to attract Australian businesses of all shapes and sizes to do business under one roof," said ABDE 2007 general manager, Michael Moloney. "The exhibition itself provides the greatest variety of business solutions and business development opportunities in a single place in Australia.

"Where else can you see the variety of business-to-business services and products available, presented by the most active companies in the market, all in one spot? Then there are the supporting free seminars and associated networking events, product launches and on-stage presentations by some of the finest business minds in the country.

SPECIAL SEMINARS

A coup for ABDE 2007 is the involvement of supporting partner the Australian Institute for Commercialisation, which will conduct a

targeted version of its Ideas2Market workshop series within the exhibition. It is a valuable and practical introduction to the commercialisation process.

Usually part of a much larger program, Ideas2Market at ABDE 2007 is a superb opportunity for entrepreneurial people developing new business concepts to get a taste of what's involved in driving commercial success.

BUSINESS INSIGHTS

The program of seminar sessions is close to being taken up already, featuring insightful presentations from organisations as diverse as Marketing Angels, IT specialists Roarz Computing and Qtech Business Systems, Professional Investment Services and Profitable Connections.

Marketing Angels' seminars include Building Effective Brands for Small Business, Making the Most of Your Customers and How to Develop an Effective Marketing Strategy.

There is also a range of free advisory clinics being conducted by experts in the field.

The free Legal Clinic (which requires pre-registration) is being conducted by

renowned Queensland corporate law firm, Gilshenan & Luton, who will be there to offer general business and IP protection advice along with some specific issues advice.

Peter Ellis, of Your Silent Partner and a regular advisor with the State Development Department's Mentoring For Growth series, is conducting the Business Health Clinic this year. This also requires pre-registration and attendees fill out a checklist prior to the exhibition so Dr Ellis can conduct preliminary research.

The layout of ABDE 2007 has changed this year (see page 77) to offer a central stage area, where more delegates can access the presentations.

"The variety of involvement we have already at this stage augurs brilliantly for a spectacular event this year," said ABDE sales manager Karen Lawson. "People are getting involved early, to get the best positions to really amp up their businesses and seek out new markets."

www.businessdevelopment.net.au ■

PRE REGISTER NOW at www.businessdevelopment.net.au for **FREE SEMINARS** or contact **Karen Lawson** on (07) 3815 5555.