



The Australia-China Chamber of Commerce and Industry of New South Wales

For the establishment of strong and lasting economic *linkages* between non-government organisations in Australia and China

Established in 1976 ACN 002 816 622

Secretariat & Agents
National and International
ACCCI Pty. Limited
ACN 008 613 590

Governor:
The Lord Mayor of Sydney,
Patron:
The Consul General of the People's
Republic of China

Correspondence to :
G.P.O. Box 3671 Sydney NSW 1044
Telephone 61 2 89202997
m.jones@acccl.com.au

TO WHOM IT MAY CONCERN

Market Explorer Limited is producing a sponsored business feature on Australia that will be published on March 8th 2013 in The International Herald Tribune (IHT) Asia/Pacific Edition.

Chamber is advised that "this will be a pioneering initiative as the first ever dedicated business report on Australia for the IHT" and that "the aim of this feature will be to showcase successful stories of organizations and businesses in Australia to the influential readers of the IHT Asia/Pacific Edition, to strengthen bilateral trade, investment and business opportunities between Australia and the Asia Pacific region". Moreover "the report will also serve as a comprehensive guide for Asia's leading decision makers and public and private sector leaders to better orient themselves with Australia".

Market Explorer will be stationing in Sydney and Melbourne a team of international correspondents who will travel throughout Australia to make contact with various industries and businesses, as well as government and trade bodies.

In the context of the Australian Federal Government's "Australia in the Asian Century Inquiry" this is a welcome initiative by the International Herald Tribune and should be vigorously supported by all business sectors. The diversity of Australia's expanding Economic Relations with the regions of Asia from Turkey to Japan, and including the Great Powers of China, India and ASEAN, requires cultural sensitivities in business diplomacy well beyond past experience.

The continuing exchange of ideas and information is obviously just one essential part of the process for understanding and profitable trade and commerce.

ACCCI commends the International Herald Tribune and Market Explorer and strongly urges your cooperation for this project.

Michael C H Jones
President