



## Women in Global Business - Seminar Series

Latest opportunities, winning strategies, future trends

Austrade and Westpac invite you to take part in the third national and highly popular seminar series focused on women in export and international business.

Over 850 participants benefited from the last round of these seminars which are run as part of Austrade's broader Women in Export program - aimed at female business owners/operators and female corporates with an international focus.

### Why attend?

- ‡ Learn from live case studies and success stories
- ‡ Tap into a broader knowledge of operating in export markets, with advice from Austrade's highly experienced in-market Trade Commissioners
- ‡ Hear about specific opportunities for women in China, Japan and Europe
- ‡ Better understand the challenges faced by women in export, and the methods to overcome them
- ‡ Explore future trends and opportunities
- ‡ Network with other women in business and build contacts.

### Dates and locations

23 March - 2 April 2009

Perth, Adelaide, Canberra, Melbourne, Sydney, Hobart, Brisbane

See over for speakers and program, then visit

[www.austrade.gov.au/WIEseminars09](http://www.austrade.gov.au/WIEseminars09) to secure your spot.

### Austrade's Women in Export Program

Austrade's Women in Export Program aims to ensure women in business are aware of, and have access to a diverse range of services and networks, enabling them to become successful and sustainable exporters.

Recent research shows that females are not equally represented in export leadership and management roles, with only fifteen per cent of exporter CEOs being women.

Our program aims to fulfil this need for greater support.

[Click here](#) for further details on the Women in Export program.



