

## MTV guru spells out the Asia challenge

### AsiaConnect – New Opportunities in Asia

- *Home to over 3.9 billion people*
- *Nine out of ten will be middle income earners by 2010*
- *Destination for over 60 per cent of Australian exports*

Australians are under the misapprehension that the action these days is all in the US and Europe. But the real hothouse of business and the future—according to MTV guru—Christopher James, is in Asia.

In Melbourne to speak at *AsiaConnect—New Opportunities in Asia* conference this Friday, 18 May 2007, the Senior Vice President and General Manager of MTV and Nickelodeon Southeast Asia witnesses the enormous activity, creativity, new media and technologies embracing Asian cities every day. MTV Networks Asia Pacific reaches a combined audience of 280 million people and ranks as one of the world's top 50 most valuable brands. 'Understanding the opportunities and issues in Asia is the essence of our success', Mr James says. 'There are great opportunities for the informed to link into these huge Asian markets.'

Executive Director of Asialink, Jenny McGregor agrees and believes that the rise of Asia is evident everywhere: 'You can feel the new energy shaping world demand for resources and emanating from events such as the Beijing Olympics and new Asian cinema, currently being showcased around the world.'

With more than 3.9 billion people living in Asia, Ms McGregor emphasises that the time to get involved is now. 'New research reveals that companies that shift their portfolios to align with favourable trends are much more likely to achieve strong growth and profits.'

Asialink has brought together 50 top speakers representing the growth areas in Asia for the AsiaConnect conference. Their willingness to share knowledge is generous and also testament to the magnitude of the opportunities. 'Whole cities are being tendered out of green field sites providing limitless opportunities for architects, engineers, builders and tradesmen,' Ms McGregor says. There is an insatiable demand for high-end skills and this conference will help participants harness them for business and individual careers.

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Already Australia's number one trading partner, China is expected to become the largest economic entity in the world by 2030. Similarly if India continues on its current high growth path, it will become the world's fifth-largest consumer market by 2025. 'The potential to market new technologies, media and products to what will be the world's largest middle class market is staggering.

The countries of Asia already account for half the world's population and half of that population is under 25. 'They are our children's contemporaries: their future business partners, workmates, bosses, customers and clients' explains Ms McGregor. 'Companies ignore this force at their peril.'

Date

Friday 18 May, 8.00am (registration) to 5pm

Registration

\$95 General, \$55 Full-time Students (Lunch included) plus \$20 for optional post-conference networking cocktail

\*\*All registrations go in to a draw to win a return flight to a Jetstar Asian destination.

Venue

Sofitel Melbourne, 25 Collins St, Melbourne

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