



2017 SUDIRMAN CUP EXECUTIVE VISIT PROGRAM

Explore business opportunities in South East Queensland during the 2017 Total Badminton World Federation (BWF) Sudirman Cup 21 – 28 May 2017

The Trade 2018 Program, led by the Queensland Government in partnership with the City of Gold Coast, invites trade and investment decision makers relevant to Queensland's priority sectors' to join us in Queensland.

Our priority sectors are:

1. health and knowledge
2. food and agribusiness
3. international education and training
4. business of sport

Approved applicants will enjoy a VIP business executive program to visit Queensland and enjoy VIP access to the 2017 Total BWF Sudirman Cup.

This opportunity will enable decision makers and investors to become familiar with Queensland capabilities, products and services, meet with Government and business leaders and owners to develop new global value chains, with a program based on the Gold Coast.

Register your interest



Contact our Trade 2018 team if you are interested in attending, by email at embracing2018@dtesb.qld.gov.au

The 2017 Sudirman Cup Executive Visit Program's proposed itinerary includes:

DAY ONE

- Senior Queensland Government representative welcome reception and tailored site visits

DAY TWO

- Industry specific business matching: seminars, workshops and private meetings with pre-qualified collaborators, project hosts and businesses to discover relevant sector capabilities and opportunities for your business

DAY THREE

- Dinner and welcome by Senior Gold Coast official
- Visit to the Gold Coast Knowledge Precinct, Griffith University Gold Coast Campus, Gold Coast University Hospital
- Other tailored site visits to understand how product and locations supply to global markets and leverage local expertise
- Visit to the iconic Q1 tower and enjoy local fresh food and produce

DAY FOUR

- Attend 2017 Total BWF Sudirman Cup matches, semi-final and finals
- VIP event access including full corporate hospitality, connect with players, officials and special guests
- Industry specific event(s) and private meetings with pre-qualified collaborators, project hosts and exporters at the Gold Coast
- Experience an industry showcase and learn about market ready products and locations



Why Queensland?

- Australia is the world's 12th largest economy and forecast to realise average annual real GDP growth of 2.9 per cent between 2016 and 2020.
- Australia's gross research and development expenditure growing at twice the Organisation for Economic Co-operation and Development average.
- Australia is the third most popular study destination for international students and a 'first choice' education destination in Asia.
- Queensland is ideally positioned at the crossroads of the Asia-Pacific, close to growth markets.
- Queensland's workforce is highly skilled, motivated and employment-ready.
- Sub-tropical climate and lifestyle, academic and research credentials and advanced health services make Queensland an ideal place to collaborate and invest.

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Gold Coast

Gold Coast Australia, from the iconic Surfers Paradise beach to the dining precincts of Main Beach and Broadbeach out to the lush, green hinterland, there's a new experience waiting at every turn. Theme parks, world-renowned beaches and year-round sunshine are just a few of the reasons 12 million visitors flock to the Gold Coast each year.

With a robust economy valued at over \$25 billion, and an ambitious strategy that encourages innovation and sustainable growth, the city's future is full of promise. The Gold Coast's economy has grown from its foundation in tourism and construction to a diverse, knowledge-based economic environment. New infrastructure and innovation across a range of industry sectors including Information Communication Technology (ICT), health, education and advanced manufacturing are redefining the Gold Coast's economic profile and creating opportunities in education, sport, research, employment, enterprise and investment.

2017 Total BWF Sudirman Cup

- The 2017 Total BWF Sudirman Cup will be hosted at Gold Coast Sport Precinct (Carrara) from 21 - 28 May 2017
- The Badminton World Federation (BWF) Annual General Meeting (AGM) will be hosted at Jupiters, Gold Coast from 19-23 May 2017
- 1500 players and 250 delegates representing 180 countries
- Global television audience of more than 400 million

Visit the event website www.sudirmancup.com.au