

Historic Weekend in Shanghai Gets A Business Focus

David Koch and Tim Harcourt will together be hosting a full-day conference in Shanghai during the lead up to the historic Port Adelaide match, focusing on how Australian business can do business in China.

Featuring what promises to be a very influential line-up of guests, the “Secrets To Doing Business In China” event is aimed at educating and inspiring Australian businesses who are in Shanghai at the time, leveraging the hype and influx of people for the Post-Gold Coast fixture.

“This is going to be a historic weekend”, says Koch. “But it’s not just about footy. We’ve learnt so much as a club and now we want to give other businesses the opportunity to learn about China, about how they could take advantage of this fascinating market”.

David Koch, aside from being the Chairman of Port Adelaide and one of the instigators of the club’s China partnership, is also the host of Australian business show *Kochie’s Business Builders*. As a long-time business owner himself, he is passionate about the opportunity for Australian businesses to really succeed in Asia as a whole, and in particular China.

Tim Harcourt is more commonly known as *The Airport Economist* and has been a long-time expert on foreign trade and international business, having come out of Austrade and served on the Gillard government’s advisory. More recently, he hosts his own television program *The Airport Economist* which he says “is like Getaway for business”, taking viewers to different countries in Asia to learn about opportunities, challenges, and cultural lessons for business people.

“It’s never been easier to do business overseas. You don’t have to be a multi-national either, businesses of every shape and size are exploding in places like China. But it’s so important to know what you’re in for, and know the right way to do business. That’s what this event is all about” says Tim Harcourt.

Considering the pair are both passionate Port Power fans as much as fans of business education, it’s no surprise to see them join forces for this event. The full-day conference at the Portman-Ritz will cover various topics from the opportunities and emerging industries across China’s various regions, to navigating some of the serious and often overlooked challenges, as well as hearing from the coalface with some successful Australian businesses already taking on China.

Some of the confirmed speakers include Austcham CEO Udo Doring and Australian Consul General Graeme Meehan, along with guests from the corporate and small business sectors. It should make for a fascinating day of information for anyone with an interest in how business is done in China, regardless of their business size or type.

The *Secrets To Doing Business In China* event is on Friday May 12th at the Portman-Ritz Shanghai. You can purchase tickets at chinabusinessconference.com.au