

## Export Council of Australia Partner with Gandhi Creations to Create New Opportunities to Position Australian Businesses on a Global Context

Across several national projects and initiatives, the Export Council of Australia (ECA) will be partnering with NSW based multi-award-winning social enterprise, Gandhi Creations, to further enhance bilateral trade relationships between Australia and nations across the globe.

With a primary value proposition residing in the cultural diversity and bilateral development space, Gandhi Creations have developed and executed several significant projects that have garnered a reputation for strengthening Australia's global connections across trade, commerce, culture, arts, and people-to-people links.

Since 2014, the Export Council of Australia and Gandhi Creations have supported one another through their business awards platforms, the India Australia Business & Community Awards, and the Australian Export Awards. Both platforms have acted as vehicles to acknowledge and enhance Australia's trade relationships with its international partners.

Through a Memorandum of Understanding, the extent of this partnership has been widened to position the Export Council of Australia's industry development capabilities and global network offerings across several of Gandhi Creations bilateral trade and cultural platforms to further support Australia's exporting community.

This includes the annual Western Sydney Awards for Business Excellence, a thirty-year-old awards initiative that recognizes and advances Western Sydney's high-performing business community, as well as Fabrics of Multicultural Australia, a platform that showcases diversity and creative excellence as two of Australia's major national strengths on a global context.

The **Export Council of Australia** is the peak industry body and membership organisation for companies involved in International Business. The ECA has been supporting Australian businesses grow internationally as their primary goal for over 60 years.

Export Council of Australia's Chair, Dianne Tipping, said "we achieve this goal by:

- Developing international business skill,
- Building Australian business capacity
- Conducting international market research
- Helping to break down barriers to trade
- Building global networks
- Informing Australian trade policy".

"We have a strong, rich history of empowering and educating Australian businesses about international trade, so we are looking forward to helping acknowledge and celebrate these businesses in association with Gandhi Creations to enable the export community to be recognized and rewarded", added Dianne Tipping.

In addition to the India Australia Business Community Awards and Australian Export Awards, partnering across these platforms will generate new opportunities to identify Australian businesses and help to position and establish them in foreign markets. Speaking on the new dynamic of this partnership, **Gandhi Creations Director**, Sonia Sadiq Gandhi, said the following:

“Since 2014 Gandhi Creations have enjoyed a prosperous and mutually beneficial partnership with the Export Council of Australia in supporting the India Australia Business & Community Awards and Australian Export Awards platforms. Both platforms have experienced positive outcomes resulting from this partnership, and we are pleased to extend the scope of our relationship to now include these new and exciting opportunities. There is an abundance of talent residing in Sydney’s West and in Australia’s artistic communities, and we are excited to see what we can uncover and showcase on a global context through the Export Council of Australia and their expertise in this field.”

For nearly a decade, **Gandhi Creations** have provided marketing, public relations, and turnkey event management solutions to the public and private sector across the Asia-Pacific region. Their value proposition is in the diversity space, having successfully delivered over 550 events under this banner. A large proportion of Gandhi Creation’s initiatives also function to reinforce Australia’s international reputation as a democratic and diverse society.

**For further information please contact:**

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