

Response to the Inquiry into the strategic effectiveness and outcomes of Australia's aid program in the Indo-Pacific and its role in supporting Australia's regional interests

Submitted on behalf of the GTPA board and International and Technical Advisory Committee:

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Introduction

About the Global Trade Professionals Alliance

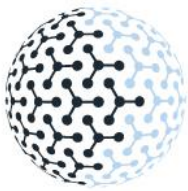
GTPA is a Non-for-Profit, Membership based, public company. Membership provides an ecosystem to connect individuals, business, organisations and Governmental bodies with professionals involved in all aspects of international trade.

Our goal is to bring people and organisations together to:

- build professional capabilities in trade
- advocate the benefits and opportunities of trade
- facilitate networking
- improve the performance and success of companies in global trade
- improve the trade process
- advance international development
- support the development of MSMEs and their access to global supply chains
- build professional capabilities in trade
- empower greater diversity through women-owned engagement in trade

GTPA is the only organisation providing individuals with internationally recognised certification – a standard of professional competence in trade (ISO /IEC 17024) through its Global Trade Professional (GTP) Programme. Certification is available to those individuals evidencing a relevant qualifications and/or experience.

But GTPA is also reaching out to link with tertiary education bodies (“Education Providers”) whose course structures facilitate graduate certification under the GTP Programme - offering a career path for graduates.



Education Providers whose course curriculum has been approved by GTPA under the ISO/IEC 17024 standard are able to offer graduates the additional benefit of GTP certification and the use of the certification post-nominals (cert.GTP, cert.GTM or cert.GTE) in addition to graduate post-nominals. Membership is subject to Continued Professional Development (CPD).

Later this year GTPA will be launching a new international standard for GTPA business members who will be eligible to be certified under ISO 17065 as either a Certified Global Business or a Certified Global Trade Consulting service.

Background

The benefits of international trade are currently the subject of debate in various contexts, however, it has long been demonstrated that, even with its systemic imperfections which must be acknowledged, trade has been a powerful driver for economic value creation, inclusion and poverty reduction, as well as peace and security.

Trade has, until the peak of the global crisis, grown at rates that exceed the pace of global GDP growth, and thus has also been referenced as a driver of growth of the global economy. In recent years, global supply chains are largely anchored in developing and emerging markets, with large buyers often engaging in trade with communities of suppliers numbering in the thousands or multiple thousands, including micro-enterprises sometimes belonging to local cooperatives.

It is in this macro-context that deliberations around trading out of poverty ought to be considered and understood.

Certain jurisdictions unabashedly leverage development assistance and poverty-reduction contributions to drive policy priorities and political influence, including procurement processes linked to assistance funds.

Philosophically, an initiative that aims to promote Aid for Trade by the Australian Government might usefully be positioned as a process rooted in partnership and mutual benefit, rather than an exercise in extending influence.

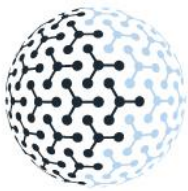
The Aid for Trade discussion relies on enabling successful trade flows across Australia's key trading region the Indo Pacific. This approach can generate benefits as much for SME suppliers seeking prosperity through trade, as for large buyers helping to raise standards of living in consumer economies, including that of Australia.

Trade out of Poverty

Aid for Trade investments include specific initiatives aimed at bringing a range of commercial, policy and other best practices to markets that collaborate in this context. While this flow is often directed to developing markets, there are increasing instances where the flow is two-way, as was the case with M-Pesa and the deployment of mobile payment solutions.

In the end, trade and investment flows enable transfers of technology, support R&D and serve to facilitate the sharing of best practices, ideally reinforcing additional freer, rules-based flows of trade and capital.

In supporting the engagement of developing market SMEs into trade-based economic flows, Aid for Trade assists in ensuring the overall health and sustainability of global supply chains, and serves as a mechanism



for encouraging sustainable sourcing, good governance, labour and child safety, anti-corruption measures and a range of related Twenty-First Century trade practices. Aid for Trade, and development-oriented facilitation activities also include access to timely and affordable financing and trade financing for SMEs, often prohibitively expensive or simply inaccessible, despite the reality that small firms rely on cashflow and working capital for their commercial survival.

Australia can take a leadership role in shifting the nature and tone of the Aid for Trade and Trading out of Poverty discourse, from its historically paternalistic nature, to one based truly on collaboration, mutual benefit, and genuine exchange of perspectives on key issues.

The GTPA welcomes the opportunity to provide input into the Inquiry into the strategic effectiveness and outcomes of Australia's aid program in the Indo-Pacific and its role in supporting Australia's regional interests.

The GTPA would like to congratulate the Australian Government's increasing support for Aid for Trade in recent times as well as the positive steps to implement programmes that deliver real impact. The GTPA believes that it is imperative that the Australian Government leverage the success to date to continue to invest in meaningful and impactful Aid for Trade initiatives.

The GTPA's response has focused on our area of expertise:

- Australia's aid program in terms of strategic and development goals;
- innovation in Australia's aid program through the innovationXchange;
- the Aid for Trade program, including a re-examination of the target percentage;
- the role and integration of cooperation chapters in free trade agreements;
- increasing the participation and engagement of women in private sector development opportunities;

Recommendations

Strategic and development goals

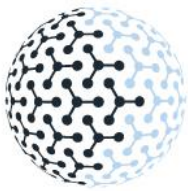
1. Investment

The GTPA supports the Government's previous commitment to increase Aid for Trade expenditure to 20 per cent of the Australian Aid budget by 2020 and GTPA positively notes that Australia surpassed this 20 per cent target in 2016–17.

The GTPA acknowledges that Australia's Aid for Trade investments are forecast to be \$1 billion in 2018–19, or 24.5 per cent of the Australian Aid budget.

Given the demand for Aid for Trade is increasing among developing countries, as reflected by the SDGs, the GTPA is advocating for a continuation of the 20 per cent target for Aid for Trade. This is particularly important for MSMEs in developing countries who need capacity building assistance in order to conduct trade across borders. In a climate of increasing protectionism Aid for Trade will demonstrate inclusive trade that will be of mutual benefit to Australia and its developing country partners.

GTPA recommends that the Aid for Trade target remains at 20 per cent so that appropriate funding levels can continue to build on the successful initiatives that have already been implemented to date. This will also allow the Aid for Trade programme to build on existing initiatives to incorporate new



areas in e-Commerce and economic empowerment of women that would deliver excellent value for money and deliver real impact.

2. Expand Australia's priority focus beyond the Indo-Pacific to include Africa

In 2008 the Australian Government instituted a policy of broadening and deepening its engagement with Africa. Australia has MOUs with the African Union Commission; South Africa, Botswana, Mozambique, the Gambia and Nigeria. Australia has established ties with regional African organisations – and Australia is now accredited to the African Union, the Economic Community of West African States, the Southern African Development Community the East African Community, the InterGovernmental Authority on Development, the International Conference for the Great Lakes Region, and the Common Market for Eastern and Southern Africa.

Strategically Australia has prioritised the Aid agenda on projects in the Indo-Pacific region, and this is perfectly understandable given Australia's current foreign affairs and trade strategy. However, the GTPA believes that Australian should expands the Aid focus to include Africa.

It is essential for Australia to position itself in the Global Value Chain that includes Africa in the broadest context. Australia is behind many of our major competitors in strategically exploring how Aid for Trade within the African opportunity could play an important role in driving commercial opportunities for Australian business.

Additionally, China, with its "do good while doing right" strategy has seen US\$60 billion in new investment in major capital investments in the continent since December 2015.

The Aid agenda should be expanded to incorporate strategic trade initiatives in Africa.

The Aid for Trade Agenda

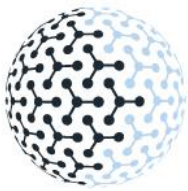
1. Improving Trade Facilitation

Improving trade facilitation can be a key contributor to sustainable development and an important conduit for poverty alleviation.

Unlike today, where paper is the foundation for international trade, the trade value chain can be both digital and secure. Data will flow between nations, but privacy will be maintained, and commercially sensitive information will be secure.

Truly digital international trade would increase trade and stimulate the world economy. It would significantly lower costs and trade frictions, simplify existing processes and enable innovation. It would boost certainty for consumers, guaranteeing the quality, provenance and ethical standards of the goods they buy. It would provide greater certainty for importers and exporters, but guaranteeing processes, standards and supply chain reliability.

The WTO Trade Facilitation Agreement (TFA), entered into force on 22 February 2017. The cost of engaging in international trade is expected to be reduced by around 15% on average globally thanks to the TFA, which is also expected to add almost 3% to global exports by 2030 – a larger impact than if all countries were to eliminate remaining trade tariffs.



The WTO expects around USD 1 trillion more in global exports and more than 20 million jobs to be created thanks to the Agreement that seeks to harmonise, simplify and reduce costs involved in border processes and customs clearance procedures.

For MSMEs in Least Developing Countries (LDCs), this means cheaper and simpler access to international customers by reducing red tape at borders around the world, reducing required paperwork, and allowing for digital rather than physical documentation, among other measures to collectively streamline international trade procedures.

Implementation of the TFA will be a major undertaking for most developing countries. By collaborating with regional bodies, the Australian Government can continue to provide financial and technical support to help LDCs implement the TFA and trade facilitation projects.

Support could be targeted at helping developing countries with the development, management, operation and oversight of National Committees for Trade Facilitation as well as targeted projects that can assist LDCs to access technology, such as Blockchain as part of their commitments to developing a Single Window under the TFA.

The GTPA supports the Australian Government's commitment in December 2017 of \$3 million as part of the Global Alliance for Trade Facilitation, as well as the ground-breaking conference that was organised in Sydney. Given the success of the conference and other initiatives by the Australian Government to support trade digitisation and modernisation the Australian Government should continue to explore projects in this area.

Australia has driven some unique concepts through its role on the Global Alliance for Trade Facilitation and can continue to do so with appropriate funding and support. The GTPA encourages the Australian Government to consider taking a lead role in driving a public and private sector project to support other initiatives to explore the development of standardised trade documents.

The Australian Government should seek to explore avenues to create standardised import/export documentation for the Indo Pacific region in order to assist trade facilitation and cross boarder trade in the region.

2. E-commerce and the digital economy

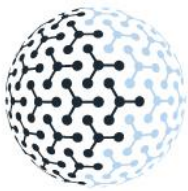
There is considerable new activity occurring in the digital services and ecommerce space globally.

We are observing a fundamental shift in the digital delivery of business to consumer (B2C) and business to business services (B2B) – including Government services - as we move from the 'internet age' (1975 to 2018) to the 'information age' (2018 -2030).

This is being led by technology – Big data and Artificial Intelligence systems, smart phones, broadband mobile networks, robotics, machine learning and Industry 4.0 capability in Advanced Manufacturing, combined with the emergence of crypto currencies and the cashless economy.

The emergence of the operational deployment and capability of AI systems – especially from China – was a key observation from the recent World Economic Forum (WEF) Davos 2018.

Several emerging economies are leap-frogging technology, by-passing the internet age and moving directly to newer technologies such as AI, Machine Learning, Deep Learning and other data-driven technologies.



Increasingly then, new services and e-commerce offerings will be digital and 'born global' – that is, intended from the outset for markets beyond domestic borders. For SMEs this provides significant potential to be international from day one of operations and it is imperative that these "born global" MSMEs have the right competencies and the right support ecosystem to assist them to take advantage of these new opportunities.

Given the new development in this realm is the WTO's Work Programme on e-commerce and the launch of the Enabling e-commerce initiative, announced at MC11 the GTPA advocates that the Trade for Aid Agenda should provide support to LDCs as part of the Trade for Aid Agenda to assist them in developing the right skills within Government to participate as an effective voice on the development of the WTO's Work Programme. This would include support to assist countries to develop Working committees within their country to:

- Elevate the global opportunity for e-Commerce and Digital Services
- Articulate the policy challenges for e-Commerce and Digital Services
- Improve the public policy landscape for e-Commerce and Digital Services
- Enable more effective participation in global markets for e-Commerce and Digital Services

The Australian Government should use the Trade for Aid agenda to assist LDCs to contribute to the policy discussion on e-Commerce and Digital Services more effectively at the multilateral level as well as support to assist LDCs to develop domestic policies to support local businesses take advantage of the opportunities that e-Commerce presents.

3. Capacity and capability building programmes in LDCs

MSMEs are often time-poor especially when driving growth and international expansion. They often lack sufficient scale to economically justify the full-time employment of appropriate skills for international business and rely on either external providers or an energetic and multi-tasked executive to deliver the required competencies to drive global growth.

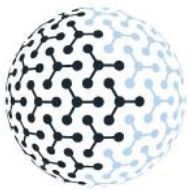
For most MSMEs navigating the complexity of doing business globally and maintaining a competitive edge requires the development of new skills and knowledge, as well as the ability to draw on a trusted network of skilled professionals with the required competencies to support their business to grow through global trade.

The Australian Government has already recognised the importance of supporting capacity and capability building trade programmes in LDCs and should be congratulated for its approach on tailored training programmes. The GTPA would like to see the continuation of such initiatives that provide:

- Increase funding support for training and skills development in international trade to increase MSME trade capability, including e-Commerce specific training;
- Facilitate engagement between private sectors in developing countries, particularly MSMEs to enhance business connections and facilitate experience the sharing of experience and best practice.

The Australian Government should continue to provide funding to support capacity and capability building programmes in country to support MSME engagement in global trade.

4. Building the knowledge of service providers to provide the right support to MSMEs in LDCs



Many MSMEs are time poor and with limited resources they are focused on driving and running the business. Many MSME's rely on third party advice from:

- Federal Government
- State Government
- Local Government
- Private Sector organisations (banks, lawyers or freight forwarder for example)
- Industry Associations

It is therefore imperative that service providers to the international trade community have the right technical knowledge and skills necessary to be able to offer accurate and practical assistance to exporters. This could assist with furthering the educational outreach and the right support to MSME's.

The Global Trade Professional Programme (GTP) can be of assistance here. As the GTP has been developed to build a trusted network of global trade professionals (under ISO 17024) as well as a trusted network of Global Certified Global Trade Consulting services (under ISO 17065).

The increasing rate of change in both the trade environment but also the work/employment environment drives the ongoing requirement for individuals working within trade promotion organisations to maintain their existing skills as well as expand their technical competencies and soft skills.

Government bodies (federal, state and local) as well as private sector organisations facilitating trade must be confident that they have staff that can be trusted as a global trade professional as well as continually updating their capabilities to ensure their skills and knowledge remain relevant to meet the everchanging world, changing workplace and changing mindset of individuals.

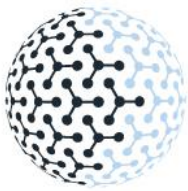
This is particularly important in supporting MSME utilisation of FTAs, as this requires very technical knowledge including understanding how to correctly classify products, understanding Certificates of Origin, including country specific information and understanding how and when to talk to freight forwarders/custom brokers about FTAs and taking advantage of the opportunities.

The Australian Government should consider opportunities to improve the institutions supporting MSMEs and engaging in Trade Policy through institutional knowledge building. The Aid for Trade Agenda could support the introduction of the GTP Programme across local, state and federal Government agencies across the Indo-Pacific that provide advice and support to MSMEs as well as consulting service providers such as banks, consulting firms that facilitate trade on behalf of MSMEs.

The Australian Government could also consider supporting the introduction of a boot camp training programme for Government advisors interfacing directly with business that could be delivered from the perspective of upskilling technical trade knowledge and understanding of FTAs. This could further expand on the Hubs and Spokes Programme delivered by CommSec or could tie to the Hubs and Spokes programme.

5. Making Trade inclusive for the next generation: engaging Young people

The following recommendation has been drawn from the UK All Party Parliamentary Group for Trade Out of Poverty report which provides an agenda for values-led trade, inclusive growth and sustainable jobs for the Commonwealth. The CEO of the GTPA participated as a member of the Inquiry Committee:



According to the World Bank, unemployment among young people aged 15–24 years old in SSA has hovered between 12% and 14% since the global financial crisis of 2008. The data does not include youth in vulnerable employment and underemployed in informal sectors, who make up at least 70% of the workforce. The situation in Africa will be compounded by the fact that the youth population is expected to double to over 400m people by 2045. More effectively leveraging trade as a tool to transform these economies can help create much needed employment opportunities for young women and men.

Empowering young entrepreneurs is a particularly important element of leveraging the economic potential of young people.

Notably, nearly 44% of the world's entrepreneurs are between 18–35 years old, and younger people are more than 1.5 times more likely to start-up a business than those over the age of 35.

On a global level, SME's make-up 95% of enterprises worldwide, and 70% of global employment. Inclusive value chains and export sectors provide valuable new opportunities for young entrepreneurs, and integration to value chains and international markets can ensure that SMEs achieve long term success, which can create jobs for the next generation.

The combination of youth empowerment and SME success provides a catalyst for sustainable economic development for developing countries.

There are, however, a number of bottlenecks to reaching export-markets for youth-owned business, these include:

- *Limited access to finance and few capital assets*
- *Limited business networks*
- *Limited access to market information*
- *Limited trade related skills for new young exporters*
- *Limited trade support services tailored for young entrepreneurs¹*

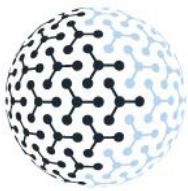
The Australian Government could through its Aid for Trade agenda provide a platform to provide tailored advice and support to young entrepreneurial business owners through the creation of a new Young Entrepreneurship programme, which would provide knowledge and tools, and would connect trade promotion organisations, experienced business owners and business leaders with young entrepreneurs in the Indo- Pacific region.

6. Empowering Women Entrepreneurs

As trade remains crucial to economic growth and globalisation, it is imperative that groups such as small businesses and women entrepreneurs have access to the opportunities flowing from trade.

SMEs are the backbone of most economies and women business owners are also crucial to economic growth. According to research by consultancy, McKinsey, advancing women's equality could add \$28 trillion to global GDP by 2025 – equivalent to adding a new United States and China.

¹ All-Party Parliamentary Group out of Poverty, April 2018. Our shared prosperous future. An agenda for values-led trade, inclusive growth and sustainable jobs for the Commonwealth. Inquiry Final Report. Page 32.



There is a need to do more to support and drive greater engagement by women as business leaders and encourage their participation in global markets. More could also be done to promote the opportunities for young women to develop career paths in global trade. Certain areas of trade support services, such as trade finance, logistics, supply chain management, customs and freight forwarding, have traditionally seen low levels of participation by women; this needs to change.

The key to encouraging greater participation in global trade is to ensure access to the right training and technical support, as well as platforms to help connect women globally.

Under the banner of an Australia Awards short course, in November 2017, Australia hosted a delegation of female small business owners from across the Pacific. The course is designed to assist women small business owners to develop the capabilities needed to expand their businesses to new international markets, as well as connect with other women entrepreneurs in Australia. The two-week intensive international business training program consisted of a tailored training course to help participants develop their export strategies and business plans, followed by an interactive programme, which included a series of roundtable table events, site visits and networking events. Following the success of the pilot programme, further courses are expected to be delivered for women entrepreneurs from Asia.

The GTPA supports the innovative approach of the Australian Government in committing to the pilot of the Women Trading Globally programme, which was very successful. Given the success of the programme the GTPA endorses the governments continued support of pioneering short courses that empower women economically.

In addition to the above programme the GTPA recommends the Aid for Trade programme consider supporting in-market research study in target markets in the Indo Pacific to understand the requirements and needs of women business owners, to better assist them to engage in global trade.

The study could map the support currently available in that country, with the aim of working with the Government, existing export associations or chambers of commerce to build value propositions and delivery capabilities in-market to support women-led businesses.

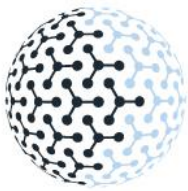
Additionally, the Australian Government could consider how collectively more can be done to support and drive greater engagement by women as business leaders and encourage their participation in global markets and we also need to do more to promote the opportunities for young women to develop career paths in global trade.

Certain areas of trade support services, such as trade finance, logistics, supply chain management, customs and freight forwarding, have traditionally seen low levels of participation by women. The key to encouraging greater participation in global trade is to ensure access to the right training and technical support, as well as platforms to help connect women globally.

The Australian Government has an opportunity to expand on the success of programmes to date that enhance and support agendas that promote Women entrepreneurs. The Australian Government should explore additional projects that would work with secondary schools as a campaign to promote the opportunities for women in global trade.

7. Supporting harmonisation of standards in the Indo Pacific region

Standards play an important role in promoting productivity and efficiency, reducing costs, removing barriers to trade, and driving economic growth.



In April this year the UK Government announced a new partnership between BSI, the UK National Standards Body with the Department for International Trade and Department for International Development, has today launched the Commonwealth Standards Network (CSN). The UK Government will provide funding over the next two years for the new initiative, which has been launched to tackle non-tariff barriers and promote stronger trade amongst the Commonwealth.

The CSN is a platform for Commonwealth countries to exchange ideas, share best practice and impart knowledge. Its key aim will be to facilitate trade and foster innovation across the Commonwealth through the increased use of international standards.

The UK Government will also invest in a series of programmes that will build the capacity of Commonwealth states to adopt international standards, while also increasing their role in international standards development. The programme will also include extensive training and the delivery of a standards toolkit for all participating Commonwealth states.

The Australian Government has a unique opportunity in the Indo Pacific region and through its Aid for Trade programme to drive a similar programme and it should look to invest in taking a lead in the region to drive a similar initiative.

8. Access to Finance

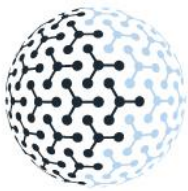
A near-global challenge reported by MSMEs relates to access to timely, affordable and adequate levels of financing to sustain operations, as well as access to certain specialised forms of financing such as trade financing, specific to pursuits in international markets. MSMEs depend on cashflow and access to appropriate levels of working capital and are those most challenged in accessing these resources from traditional sources.

Analysis by the Asian Development Bank supported through the International Chamber of Commerce and complemented by work done by the IFC and others, suggests that there is currently a level of global unmet demand for trade financing, in the range of US \$1.5 trillion annually. The WTO Trade Finance Experts Group, established under the auspices of the Director General, facilitates important dialogue on this specialised branch of international finance, and helps identify solution initiatives, including those aimed at supporting MSMEs.

The GTPA acknowledges and supports Australia's commitment through the ADB's Trade Finance Program, to support stronger prudential and governance processes for banks in the region; helping banks to develop new products that can be accessed by their customers to finance their trade transactions; and providing guarantees and co-insurance to support transactions.

The GTPA supports the work to support more than 3,500 trade finance transactions worth \$4.5 billion in developing countries in our region and that this work is also expanding into the Pacific region for the first time.

The Australian Government through its Trade for Aid programme should undertake a role in the region to undertake analysis on the understanding of and access to trade and supply chain finance. This should be modelled on past analyses by the Asian Development Bank, IFC and the International Chamber of Commerce, and could specifically assess opportunities to leverage emerging technologies to support MSME success in international business.



The Australian Government should continue to build on the success of trade finance programmes to date to support Trade Finance related projects that benefit SMEs.

9. Emerging Markets Impact Investment Fund

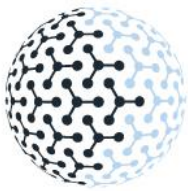
The GTPA supports the Australian Governments focus on an Emerging Markets Impacts Investment Fund to assist small and medium enterprises to have sustainable social and economic impacts on their communities. The GTPA supports the \$40 million flagship financing mechanism designed to have social impact at its core and to attract greater investment to the region by deploying capital to funds that service early-stage small and medium enterprises, and by providing technical assistance to funds and businesses to improve management capacity, financial skills and business operating practices.

The Australian Government should continue to support this flagship financing mechanism.

10. Building ecosystems

Under a pilot initiative, Australia will be working with developing countries in Asia and the Pacific to build the internal capacity of export associations or chambers of commerce to deliver improved services and support to MSMEs in their markets. In the first year, the initiative will involve mapping of the existing trade ecosystem in these markets. The following year, the program will focus on the demonstration of effective knowledge sharing and networking. In partnership with the local industry body, the programme will use the insights from the research work undertaken in each country to organise a three-day in-country train-the-trainer seminar. A successful train-the-trainer programme will enable local industry bodies to provide MSMEs with education and better connections to local and international entrepreneurial ecosystems. In the third year, the program will establish a mentoring and business exchange programme, as well as convene a MSMEs international business conference. Building export capacity and capabilities is key to enhancing sustainable economic development in developing countries. By providing better access to knowledge, networks and mentoring, LDCs in the region can improve the support offered to small businesses in developing member countries seeking to engage in international trade.

The Australian Government has taken a unique approach to long term sustainable trade development programmes which the GTPA supports.



Contributors

Philippa Dawson, Director

An innovative and commercially savvy senior executive with demonstrated high-level leadership in Australia and overseas in public policy and governance, international trade, diplomatic relations and business strategy. Significant experience in developing trade promotion strategies to assist businesses, including start-ups, as they develop international markets across multiple industries.

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Extensive experience in working across cultures, leading and developing diverse teams both onshore and offshore. Core strength is partnering to create client-centric solutions that enhance economic development for Governments, organisations and businesses and facilitating knowledge transfer.

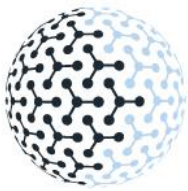
A specialist in communications and client engagement, economic development and international trade, I am passionate about bringing prosperity to business via deep insight into emerging issues in the global economy.

Formal qualifications include:

- Master of Marketing and Communication, University of Canberra
- Graduate Diploma, Public Policy, University of Tasmania
- Graduate Diploma, Foreign Affairs and Trade, Monash University
- Bachelor of Economics (Japanese), University of Tasmania
- Innovation for Economic Development, Harvard Kennedy School Executive Education
- Graduate and Member, Australian Institute of Company Directors
- Certificate IV in Project Management (Australian Institute of Management)

Lisa McAuley, CEO

Lisa McAuley was the former Chief Executive Officer of the Export Council of Australia (ECA) for 5 years and has worked in international trade for over 12 years. As CEO for the ECA Lisa drove the organisations focus on ground-breaking research and advocacy projects that place the global competitiveness of Australian SMEs at the heart of all the ECA's projects.



Lisa's passion for international trade and respected voice in the industry puts her on the AmCham Trade Advisory Group and the Board of Yuluma Holdings.

In the last four years alone Lisa has passionately overseen the development of the ECA leading research and product development initiatives that have benefited Australian companies engaged in International Business.

Prior to joining the ECA, Lisa worked in various Financial Services companies both in London and Australia in marketing and communications and business development roles.

Lisa holds a Bachelor of Economics (Social Sciences) from the University of Sydney.

Tristram Travers, Technical Director

Tristram Travers is a consultant with over 30 years of management experience in both the public and private sectors, 20 of those in senior leadership positions. In the private sector he led corporate export businesses through high levels of growth and organisational change including twice leading the restructure of companies in financial distress to deliver viable entities. He has passion for developing strategies for business to commercialise ideas, build markets and drive scale. He clearly articulates strategic direction and goals to deliver outcomes in complex environments with multi-stakeholder and multi-business teams.

He came to the public sector with 20 years of experience and understanding of the drivers of the commercial world. He has worked in Austrade in trade development roles both on-shore and off-shore before transitioning to the Department of Industry Innovation and Science. At the Department he led a dynamic team of business advisers providing strategic advice on innovation, international trade and investment, business strategy, R&D, continuous improvement and operational excellence to SMEs.

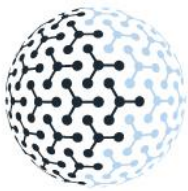
Collins Rex- Africa/ Asia Director

Collins Rex is an independent consultant who has owned and operated her own very successful businesses on two continents. In her professional capacity she assists clients across a range of international marketing, product development and communications areas, helping them get maximum return on their marketing investment.

Collins is passionate about seeing small business do better business, and do it on the global stage! To this end, she's been responsible for the development and delivery of training courses across a range of topics for, amongst others, the Export Council of Australia (ECA), including export readiness, pitching/presentation & Free Trade Agreements workshops. Her international trade knowledge and skills have been honed over many years, as evidenced by her managing and delivering a number of major trade-related projects,

Alexander R. Malaket, CITP, CTFP, Chair - International and Technical Advisory Committee

Alexander R. Malaket, CITP, CTFP, is President of OPUS Advisory Services International Inc., established in 2001, focusing on international business, trade and investment with a specialism in trade finance/supply chain finance. Alexander has undertaken a range of consultancy assignments, from operational and



tactical to technology, to global strategy, and delivered various training programs for clients around the world.

Alexander has researched and authored thought leadership reports, program assessments and reviews, public and international policy reports and has participated in or chaired numerous international initiatives for industry bodies and other institutions.

Mr. Malaket is an internationally recognized expert, contributing regularly to industry publications like Trade Finance Magazine, Trade & Forfaiting Review, Global Trade Review, Cash & Trade Magazine and Trade and Export Finance. Alexander speaks and chairs panels at top-tier conferences and events around the world, and is the author of "Financing Trade and International Supply Chains", Gower/Ashgate Publishing, UK 2014 (now Taylor & Francis, UK).

Alexander holds the designations of Certified International Trade Professional (FITT, Ottawa) and Certified Trade Finance Professional (ICC Academy, Singapore). Mr. Malaket has been nominated, elected or invited to contribute to various organizations in several capacities, including:

- Member of the Board of Advisors, Finance for Impact, France
- Member of the Board of Advisors, Tin Hill Capital, Singapore
- Member of the Board, World Trade Symposium, UK
- Deputy Head of the Executive Committee, International Chamber of Commerce (ICC) Banking Commission, Paris
- Co-Chair of the Academic Committee, ICC Academy (Trade Finance and International Banking), Singapore
- Nominated National Expert, Trade Finance, UN/CEFACT, Geneva
- Member of the Trade, Finance and Development Experts Group, E15 Initiative (World Economic Forum and ICTSD), Geneva
- Delegate for Canada, B20/G20 Consultations for 2015 (Financing Growth Task Force), 2016 (SME Development Task Force), 2017 (Financing and Infrastructure, and SME Cross-Thematic Group Task Forces). Co-Chair, ICC Banking Commission B20/G20 Consultations
- Member of the International Affairs Committee, Canadian Chamber of Commerce, Ottawa
- Member of the Institute of Corporate Directors, Canada
- Member of the Asia Pacific Finance Forum
- Senior Advisor, World SME Forum (US, Turkey)
- Past Member of the Inaugural Board and Executive Committee, World Trade Centre Winnipeg
- Past Member of the Board of Directors and the Board Nominating Committee, FITT Ottawa