



Media Release

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INFLUENTIAL ASIAN CORPORATES CONNECT IN PERTH

A group of 21 business executives from leading Asian companies with the potential to deliver high-yielding corporate and incentive travel groups visited Perth last week.

The business executives, representing companies from Singapore, Malaysia, China, Korea, Thailand, Indonesia and India spent four days on the "Perth- A Natural Connection" Corporate Familiarisation hosted by the Perth Convention Bureau (PCB).

The delegates were welcomed at a private reception hosted by the Lord Mayor of Perth and treated to a varied program of events including team building in majestic King's Park, a tram tour of Fremantle taking in the unique venues of Fremantle Prison and the WA Maritime Museum, wine tasting in the Swan Valley and an authentic indigenous and wildlife experience at Yanchep National Park.

The program demonstrated the city's sound capability to deliver business events with site inspections at Perth's major meeting venues including Perth Convention Exhibition Centre, Burswood Entertainment Complex, Esplanade Hotel Fremantle and a host of city hotels.

The PCB's Director of Business Development Loretta De Stefani said the group represented influential business travel buyers from leading companies in the manufacturing, technology, financial, insurance and food and beverage industries, with meetings ranging from 50 - 1000 delegates.

"These are key decision makers who have the potential to bring large corporate and incentive travel groups and conferences to Western Australia valued at an excess of AUD \$10 million in delegate expenditure to the State," she said.

Mr Jason Leng from Elsevier Pte Ltd in Singapore and Ms Dorothy Hu of AIG Insurance, China who attended the familiarisation were impressed by the city's offering.

"The amount of different places, both natural and man-made, to have social functions in WA provide a totally different experience and the variety of cuisines that are available to visitors from different cultures is pleasing," Mr Leng said.

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“The rich history and well-preserved historical sites are a great way to get to know WA,” he added.

Ms Hu who organises regular incentive events found the close proximity of Perth’s attractions and the assistance available at PCB as a positive.

“Perth city is very compact. You can move to a dining venue or shopping centre within 15 minutes, even transport to the Swan Valley wine region can be done in 25 minutes.

“Perth Convention Bureau is very helpful. The reception organised with the Lord Mayor was very impressive and I have a lot of confidence to work closely with PCB in the future,” Ms Hu said.

The 2009 Asian Corporate Familiarisation was initiated and funded by PCB with strong support from local industry operators.

Also accompanying the group of buyers were two media representatives from leading meeting industry publications in the Asia Pacific region.

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