

Error! Reference source not found.

PRESS RELEASE



Thursday, 4 August 2011

World Chinese Economic Forum Headed To Melbourne

One of Asia's most influential business events, the World Chinese Economic Forum (WCEF), will be held in Melbourne in November 2012.

Announcing the win today, Sandra Chipchase, Chief Executive Officer (CEO) of the Melbourne Convention + Visitors Bureau (MCVB), said the two-day event would draw 500 delegates from around the world, generate an economic impact for the state of more than AUD \$1 million and also provide significant trade and investment benefits for Australia.

"The Forum will attract entrepreneurs, investors, academic scholars and political leaders from China, Malaysia, the United States, Europe, Australia and beyond," Ms Chipchase said.

"Victorian Premier Ted Baillieu will open the 2012 Forum in Melbourne while the Governor of Victoria, Mr Alex Chernov AO QC, who has shown tremendous support of the event, will attend this year's Forum in Kuala Lumpur in November.

"This Forum has never been held outside of Kuala Lumpur and is certain to garner significant local and international press, presenting us with an excellent opportunity to showcase Melbourne and regional Victoria to the world."

Visiting Melbourne this week to officially announce the successful bid, Dato' Dr Michael O.K. Yeoh, CEO/Director of the Asian Strategy and Leadership Institute, said the purpose of the Forum was to better understand the key forces driving China's economic growth and the nexus with the Chinese Diaspora worldwide.

"The Forum will also discuss China's increasingly significant role in the global economy, together with the integral part it continues to play in driving regional and global economic recovery," Dato' Yeoh said.

Local host, William Lye, said the Forum would provide a unique perspective on the emergence of China as a global economic power.

"The World Chinese Economic Forum's point of difference is that it covers broader and macro issues, rather than having a purely entrepreneurial focus," Mr Lye said.

"It also brings together participants from governments, business and industry, who will be able to generate relationships and promote economic exchanges."

-Ends-

CONTACT:

Rebecca Elliott, Communications Manager, telephone +61 3 9693 3317, or email: rebecca.elliott@mcvb.com.au

