

MEDIA RELEASE



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GLOBAL ELECTROTECHNICAL CONFERENCE CONVENES IN MELBOURNE - THE MAJOR EVENTS CAPITAL

The world's leading electrotechnical experts will be descending on Melbourne en masse this week to attend the International Electrotechnical Commission (IEC) General Meeting hosted by Standards Australia.

The Meeting, which was secured for Melbourne by the Melbourne Convention + Visitors Bureau (MCVB), will be held at the Melbourne Convention and Exhibition Centre from today until Friday.

"This event is the world's most significant meeting of electrotechnical minds," said Colin Blair, Chief Executive Officer, Standards Australia.

The IEC General Meeting attracts over 1,300 members and accompanying persons from 70 countries across the globe.

"Melbourne is not only a spectacular city, but also a leader in innovation, technology and its overall economic vitality; so it's very fitting that Melbourne should play host," Mr Blair said.

The IEC prepares and publishes international standards for electrical, electronic and related technologies – ranging from those aimed at household electrical appliances to industrial scale projects such as power plants.

IEC's international standards facilitate world trade by removing technical barriers to trade, leading to new markets and economic growth.

Melbourne follows recent host cities Seattle (2010) and Tel Aviv (2009). The IEC General Meeting was last held in Australia in Sydney in 1993.

"The high-calibre gathering comprises industry representatives, academics, regulators and other major stakeholders and provides a platform for Melbourne to showcase itself to industry leaders from across the globe," Mr Blair concluded.

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