

## ASIAN ECONOMIC DREAM MAY PASS US BY

Australia has not yet come to terms with the changes required to secure the much discussed Asian opportunity, particularly in regional Australia.

While Free Trade Agreements have opened a pathway to realise the opportunity, the approach to engaging with new markets is still driven by a national commodity mindset.

On September 4, the Regional Australia Institute (RAI) will bring together international and local experts to address the economic potential in Asia for Australia's regions. The RAI's Forum: *Can Regional Australia Make it in Asia?* will be an opportunity to question whether regions and regional industries have the right strategy to take advantage of the Asian Century.

"Global markets are evolving rapidly. To be truly competitive and secure investment and preference from Asia, we need to be prepared to do things differently – and that's what this discussion will address," said CEO of the RAI, Jack Archer.

The Forum will hear from international experts, including Professor Henry Yeung, National University of Singapore, and Carlo Gianelle, European Commission, on global production networks and smart specialisation for regions. The Forum will also include an address from Tamworth Mayor Cr. Col Murray on regionally-led strategies for development.

Participants will consider the tools that can help regions grow and engage with international markets, particularly in regards to tourism, agriculture and manufacturing.

The forum is ideally suited for regional leaders who want to actively be involved in helping their local area to make the most of their opportunities in the Asian Century.

**-ENDS-**

For more information about the RAI's Forum, or to book tickets, visit <http://www.regionalaustralia.org.au/archive-event/can-regional-australia-make-it-in-asia/>

### About the Regional Australia Institute

The Regional Australia Institute (RAI) is an independent policy think tank and research organisation. It's the vital link between research, policy and implementation.

The RAI advocates for change to build a stronger economy and better quality of life in regional Australia – for the benefit of all Australians.

For more information on the RAI go to [www.regionalaustralia.org.au](http://www.regionalaustralia.org.au)

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