

## Invitation



### Managing your export risk Export Master Class

Successful exporting involves a delicate balance between minimising your risk and maintaining a competitive edge.

Exporting can be a highly profitable, rewarding strategy for your business to achieve success in international markets.

The risks in exporting can be effectively managed. This master class will show you how to put in place techniques to protect your company from the risks associated with export, including a simple risk management plan for your business.

The master class will cover:

- strategies to manage risks associated with international transactions, including political risk, legal risk, taxation, credit risk, property rights, protection of intellectual property and agency/distributorship arrangements
- the six basic elements of the risk management process and how to create a simple matrix to order the probability of risks occurring, the consequences if they do occur and how to mitigate these risks
- risk management plans to help you develop and broaden your risk profile for the Australian market as an essential business tool for your company.

### About the presenters

#### Cameron MacMillan, Executive Director, BDO Australia Pty Ltd

Cameron has extensive experience in international business, including export and investment strategies and government engagement. He was formerly the State Manager for Austrade in Queensland. Following a career spanning 15 years as a Trade Commissioner with the Australian Government's trade facilitation agency, The Australian Trade Commission (Austrade), he has joined BDO and leads its International Business sector group.

#### Dennis Lin, Partner, BDO Australia Pty Ltd

Dennis leads China Advisory Services of BDO in Australia. As a Chartered Accountant and solicitor, he provides both practical and commercial advice that is easily understood by clients in Australia and China. In addition to his primary specialisation in taxation, Dennis has also advised on the commercial aspects of cross-border transactions.

**Time** 10.15 am for 10.30 am to 2.30 pm

**Date** Tuesday 7 December 2010

**Venue** Department of Employment, Economic Development and Innovation  
Cairns Regional Centre  
Ground Floor, Cairns Port Authority Building  
Cnr Grafton and Hartley Streets, Cairns

**Cost** \$44 (incl. GST)

**RSVP** Please RSVP using the attached payment and registration form