



TOGETHER
for a sustainable future

OCCASION

This publication has been made available to the public on the occasion of the 50th anniversary of the United Nations Industrial Development Organisation.



TOGETHER
for a sustainable future

DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

FAIR USE POLICY

Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

CONTACT

Please contact publications@unido.org for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at www.unido.org

VALVAE and ASSOCIATES
INTERNATIONAL TRADE CONSULTANTS

69 Grantulla Road,
Kallista, 3791
Victoria, Australia.
Telephone:
National (03) 756 7650
International 61-3-756 7650

Postal Address:
P.O. Box 63,
Belgrave, 3160
Victoria, Australia.
Telex: AA34545 "FOSTER"

16581

TO: MR. RICHARD LINE
CO-ORDINATOR FOR THE
ASIA AND PACIFIC REGION
INDUSTRIAL INVESTMENT DIVISION
UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION
VIENNA INTERNATIONAL CENTRE
P.O. BOX 300
A-1400 VIENNA, AUSTRIA

1987

REPORT

ON PROMOTIONAL ACTIVITIES WITHIN AUSTRALIA IN REGARD TO TWO
INVESTOR'S FORA BEING CONDUCTED IN:-

BANGKOK] 10-12 NOVEMBER 1987
JAKARTA] 23-27 NOVEMBER 1987

AGREEMENT NO. CLT 87/060
CONTRACT TIME 21.09.87 TO 19.10.87

PREPARED BY:

JOHN C. WRIGGLESWORTH
VALVAE AND ASSOCIATES
69 GRANTULLA ROAD
KALLISTA, VICTORIA 3791
AUSTRALIA

AIM

To assist in promoting the 110 industrial projects that will be promoted at the investor's fora in Thailand, 10-12 November and Indonesia 23-27 November 1987 and encourage the participation of Australian industrialists and bankers in these meetings.

VISITS UNDERTAKEN WITHIN AUSTRALIA

CANBERRA	24-26 SEPTEMBER
BRISBANE	28 SEPTEMBER - 1 OCTOBER
SYDNEY	1 OCTOBER - 2 OCTOBER
PERTH	5 OCTOBER - 9 OCTOBER
ADELAIDE	13 OCTOBER - 16 OCTOBER
MELBOURNE	21 SEPTEMBER - 19 OCTOBER

CANBERRA

AUSTRALIAN INTERNATIONAL DEVELOPMENT ASSISTANCE BUREAU

MR. Ian Anderson
Assistant Director General
Commercial Programs and Business Liaison Section
AIDAB
Canberra, ACT. 2600
Australia

Ian Anderson has been known to me for several years and was only too pleased to assist in promoting the Forums in the AIDAB newsletter - see "Appendum A" pages 11 and 12. He was well aware of the Australian Government's intention to cease their funding with UNIDO, however his immediate reaction was that his department is there principally to assist Australian businesses to export their products, technology, etc. and not to become involved in the Government's "politics". This newsletter is

circulated to some 7,500 business houses. Also please note pages 7, 8 and 9. This was an article I contributed to with Ms. Deborah Baker of AIDAB's U.N. Desk in Canberra. Through Ian Anderson I can obtain similar space for UNIDO Investment Promotion Division particularly, should such an office be opened in Australia - if not, then I could obtain at least one page on General Information. On the last page of this newsletter there is an "organisational chart" and I have marked those officers of AIDAB with whom I have reasonable access to. Please note that Dr. Helen Ware (ADG - International Organizations and Programs) and Dr. Ralph Pettman and Ms. Deborah Baker would be the officers who mostly likely tabled reports on both UNIDO and UNICEF and which eventually led to the Government's negative approach to the withdrawal of funding to these U.N. organizations.

COMMONWEALTH SCIENTIFIC INDUSTRIAL RESEARCH ORGANISATION

Dr. B.K. Filshie
Chief Officer
CIRC
CSIRO
Canberra, ACT. 2600
Australia

Barry was very interested to hear of such Forums. He heads up the International Division of the CSIRO. It was impossible for him to organise the visit of an officer to the Forums at such short notice. Had he had sufficient warning of such forums he believed he would have been able to include such a visit together with other programs as their officers attend.

AUSTRADE

**Edmund Barton Building
Kings Avenue
Canberra, ACT. 2600
Australia**

The following officers of Austrade were briefed on the Forums:

**Mr. John Walker - Manager, Publicity
Mr. Geoff Spears - Executive Assistant to the Managing Director
Ms. Barbara Higgs - General Manager - Agricultural Division
Mr. John Smith - Manager - Agricultural Division Investigation
and Reporting Section
Mr. Tony Clegg - A/Manager, U.N. Trade Desk
Dr. Ed Druce - General Manager, Heavy Equipment and
Automotive Division
Mr. Germanus Pause - Manager, Light Rail and Transport
Division**

Other Canberra Organisations visited:

**Mr. Rod Churchill-Bateman
Marketing Manager
Canberra Development Board**

**Mr. Barry Rutter
Manager - Reporting Division
Department of Primary Industry
Canberra**

**Mr. Barry Schick
Manager - Export Marketing
Department of Primary Industry
Canberra**

**Ms. Denise Fisher
Department of Foreign Affairs
International Affairs
Canberra**

Mr. Harris Boulton, Executive Director
Mr. Graham Chalker, Assistant Executive Director
Confederation of Australian Industry
P.O. Box E 14
Queen Victoria Tec
ACT. 2600
Australia

BRISBANE

Visits to the following where made:-

Mr. Peter Trandafilovic
Assistant General Manager
Austrade
484 Queen Street
Brisbane, QLD. 4000

See Appendum "B" back page
See Appendum "C"

The introductory letter was sent to all companies listed. Those companies marked with an "X" were also sent brochures.

Mr. Neville Smith
General Manager
C.O.D. of Fruit Marketing
P.O.Box 19
Brisbane Market
Rocklea, QLD. 4106

Unfortunately we missed on promoting the Bangkok Forum as the publication was too late, however please see Appendum "D" for Indonesia.

Mr. Peter L. Roubicek
Executive Director
Brisbane Chamber of Commerce
243 Edward Street
Brisbane, QLD. 4000

See Appendix "E"

Mr. Lance Andrews
Trade Executive
Queensland Confederation of Industry
Wickham Terrace
Brisbane, QLD. 4000

Mr. W. Joel
Executive Director
Brisbane Development Council
Council Chambers
Elizabeth Street
Brisbane, QLD. 4000

Mrs. Sally-Anne Atkinson
Lord Mayor
Brisbane City Council
Council Chambers
Elizabeth Street
Brisbane, QLD. 4000

Mr. Bill Hadley
Trade Executive
Metal Trades Industry Association
MTIA House
3 Gregory Terrace
Brisbane, QLD. 4000

Mr. John Strano
Executive Officer
Premiers Department - Overseas Trading
George Street
Brisbane, QLD. 4000

SYDNEY

THE following Organisations were visited:-

Mr. David Parker
Trade Executive Officer
Metal Trades Industry Association
MTIA House
51 Walker Street
North Sydney, N.S.W. 2060

See Appendum "F" pages 11 and 12

Mr. Alan Morley
Executive Director
The Agricultural and Veterinary Chemicals
Association of Australia Ltd.
The Denison
65 Berry Street
North Sydney, N.S.W. 2060

See Appendum "G" page 8

Mr. Bill Henderson OBE
Chief Executive
Chamber of Manufacturers of N.S.W.
The Denison
65 Berry Street
North Sydney, N.S.W. 2060

See Appendum "H" page 7

Mr. David Abba OBE
Executive Director
New South Wales Chamber of Commerce
93 York Street
Sydney, N.S.W. 2000

Mr. Basil Riordan
Senior Trade Executive
Commonwealth Bank of Australia
Martin Place
Sydney, N.S.W. 2000

Mr. Lloyd Draney
Chief Executive
Chase-AMP Bank
Pitt Street
Sydney, N.S.W. 2000

Mr. Ian Holston
Chief Executive - Public Relations
National Australia Bank
George Street
Sydney, N.S.W. 2000

Mr. Peter Horne
Director
Delaware River Port Authority
64 Castlereagh Street
Sydney, N.S.W. 2000

Dr. David Fisher
General Manager
Austrade - Export Division
Export House
2 Pitt Street
Sydney, N.S.W. 2000

MELBOURNE

Mr. Greg Johns
Executive Director
Australian Chamber of Manufactures
370 St. Kilda Road
Melbourne, VIC. 3004

Mr. Alan Campbell
Chief Executive - Export Promotion
Australian Chamber of Manufactures
370 St. Kilda Road
Melbourne, VIC. 3004

See Appendix "I" page 3

Mr. David Jones
Executive Director
Chamber of Commerce
World Trade Centre
Flinders Street
Melbourne, VIC. 3002

Mr. John Turnbull
Manager - International Trade
National Australia Bank
500 Bourke Street
Melbourne, VIC. 3000

Mr. Graeme Ridgway
Manager - International Division
Commonwealth Bank of Australia
345 Collins Street
Melbourne, VIC. 3000

Mr. David Palmer
Manager - International
ANZ Banking Group Ltd.
33 Collins Street
Melbourne, VIC. 3000

Mr. Bruce Ellis
Managing Director
Mono Pumps (Australia) Pty. Ltd.
338 Lower Dandenong Road
Mordialloe, VIC. 3195

Mr. Mal Dufty
Export Manager
International Harvester Australia Ltd.
211 Sturt Street
South Melbourne, VIC. 3025

Mr. Ian B. Reid
Chairman
Bendigo Development Committee
33 View Street
Bendigo, VIC. 3550

Mr. Barry Moncur
Manager - Automotive Division
Austrade
World Trade Centre
Flinders Street
Melbourne, VIC. 3002

Mr. Graeme McPherson
General Manager
C.S.N. Pty. Ltd.
Fourth Street
Sunshine, VIC. 3121

PERTH

Mr. Rob O'Donovan
General Manager
Austrade
170 St. Georges Tce
Perth, W.A. 6000

Mr. T.L. Knowles
Manager (Operations)
Austrade
170 St. Georges Tce
Perth, W.A. 6000

Mr. Chris Wallace
General Manager
J & M.B. Thomas (Aust.) Pty. Ltd.
216 Welshpool Road
Queens Park, W.A. 6107

Mr. Mike Walker
Managing Director
OKA Motor Co. Pty. Ltd.
P.O. Box 423
Nedlands, W.A. 6009

Mr. R. Withers
W.A. Development Corporation
116 St. Georges Tce
Perth, W.A. 6000

ADELAIDE

Mr. Stephen Myatt
Engineering Employers Association
Enterprise House
136 Greenhill Road
Unley, S.A. 5061

Dr. Glen Simpson
Sagric International Pty. Ltd.
25 Grenfell Street
Adelaide, S.A. 5000

Mr. Paul Begg
Chamber of Commerce and Industry
Enterprise House
136 Greenhill Road
Unley, S.A. 5061

See Appendix "K" page 10

Mr. Ian Gillies
Techsearch Ltd.
Melbourne Street
Adelaide, S.A. 5000

Mr. David Lyons
Export Manager
Philmac Pty. Ltd.
53 Deeds Street
North Plympton, S.A. 5037

GENERAL REPORT

MAILING LISTS

On the 28th September a total of 220 Thai brochures together with letters and 740 individual letters were mailed.

On the 5th October a total of 185 Indonesian brochures together with letters and 690 individual letters were mailed.

106	As per Appendum "L"
19	As per Appendum "M"
38	As per Appendum "N"
32	As per Appendum "O"
124	As per Appendum "P"
120	As per Appendum "C"
1,396	From Valvae Mailing lists (Including AUSTRADE - AIDAB - MTIA - AUST Chamber of Manufacturers and School or Administration)
TOTAL	<u>1,835</u> items

COMMENTS

It was very disappointing to learn that only 2 Australians attended the Forum in Bangkok - Mr. Max England of Melbourne who is Thailand's BOI representative in Melbourne and Mr. Peter Forsythe of Stephen Fitzgerald Consulting Pty. Ltd. - who just happened to be in Bangkok (Stephen Fitzgerald is an ex-Australian Government Ambassador to China).

As copies of correspondence show, timing of the Forums - from Australia's point of view - was unfortunately too close to the Christmas shut down period. Our holiday period is the exact opposite to those countries north of the equator. I personally do not agree 100% with this view - but I do agree with the comments made by most people. I spoke to personally that the "lead" time to the Forums just did not allow sufficient time for alterations to be made to existing programs of personnel, who were either already travelling overseas, or had completed the years itineraries.

The general communication - or the lack thereof - left a lot to be desired.

It was taking 2 days for me to receive telexes from UNIDO Vienna which, for some reason or another, were retransmitted via U.N. New York. For instance the Indonesia brochures arrived on my front door step one day before the telex arrived advising me of their despatch from Vienna. Then it was taking 2/3 days for cables to arrive.

On receiving UNIDO's advice to pick up BOI brochures from the BOI Office in Sydney, I rang them to let them know I would be around to pick them up. They had no idea what I was talking about. BOI Bangkok had not informed them of the Forums in any way at all. And they had only 5 brochures. I called on them - received 100% co-operation particularly from their Ms. Colleen McMahon and later from Max England of Melbourne.

On arriving in Bangkok (18th November) I called on the Austrade, General Manager, Mr. Richard Fletcher at the Australian Embassy only to be told that invitations for the Ambassador, Mr. Richard Smith and for Richard Fletcher to attend the opening ceremony of the Forum, arrived "by hand" at 9:30 a.m. on the morning of the opening which was to commence at 9:00 a.m. Needless to say - they both were unable to attend - which they regretted - and of course if such information is sent to Canberra it does not help matters.

Overall, the idea of the Forums were very well accepted, notwithstanding that the majority (95%) of people I spoke to had no idea that there was an Investment Promotion Division within the UNIDO framework. I was given 100% co-operation by Federal Government departments and those associations I have previously listed. Unfortunately, some trade organisations were unable to print information in newsletters due to space deadlines etc.

Attached is Appendums "Q" and "R" dealing with the press release and copy of letter sent out, and also an article dealing with return journey's to Australia - Appendum "S".

RECOMMENDATIONS

The response by Australian industrialists and business organisations to UNIDO's Forum in Bangkok is indicative of the "thinking" of the majority of Australian exporters. See Appendix "T".

I have repeatedly suggested that the U.N. body as a whole has to implement a program to advise Australia and its people to know the aims and the workings of the United Nations in general.

Articles in our newspapers such as the one attached, Appendix "U", always manage to find editorial space. The good things that are carried out don't seem to find equal space.

An educational program on the workings of the United Nations Industrial Development Organisation as an identity is, I believe, the necessary action required to bring to the notice of the people of this country the practical endeavours of UNIDO. To promote the workings of the Investment Promotion Division could only succeed - at this stage - by being financed completely by UNIDO for a two year period or by convincing Australian business organisations to contribute to maintaining such an office in Melbourne or Sydney. I cannot see the Federal Government making any contribution in its present mood. Then again it may take a "more realistic" view if it can be seen that UNIDO is keen to promote its worldwide activities in this country. With a well balanced approach to both State and Federal Governments, Chambers of Commerce, Chambers of Manufacturers, Metal Trades Industry Associations, bankers and industrialists, by UNIDO, an Investment Promotions Office in Australia would succeed.

See Appendix "V".

While the return on investment between the Australian Government and UNIDO seems to be relatively low by way of contracts and/or consultancy services so it can also be said of the apathy of Australian exporters towards doing business with the United Nations agencies as a whole.

There is an alternative to an office in Melbourne and Sydney. I know that Brisbane and/or the State of Queensland would be most interested in supporting a UNIDO Investment Promotion Office. I have a very good liaison with the Queensland State Government and the Brisbane Development Council which is controlled by the Brisbane City Council and believe that with a "gentle" approach one would be able to overcome the obvious political differences - Queensland and Tasmania are the only non-labour held States in Australia - at this time. I have no doubt that general local industry and particularly, agro based industries, would support such a scheme, particularly if it were initiated by either the Brisbane Development Council and/or the State Government. You could also rely on the State bank, major trading banks and the larger Australian industrial organisations for support.

I wish to thank the Investment Promotion Division of the United Nations Industrial Development Organisation for the opportunity of being a part of this project.



John C. Brigglesworth

20 November 1987