



Geeta Heffernan

International Business Development Manager

Victorian Employers' Chamber of Commerce and Industry
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<http://www.vecci.org.au/professional+services/international+trade>

Background & Qualifications

Geeta's primary function at VEC CI is to enable Small and Medium Sized Businesses to identify and grasp, offshore opportunities. She does this by tailor-making and delivering export coaching and mentoring

Her facilitation role within VEC CI also allows her to:

- spot and develop an opportunity to further trade and investment for Victoria: managing trade missions from Australia - and trade missions to Australia
- liaise and build relationships with Chambers of Commerce in many countries
- and to "market Victoria" as the place to do business to overseas countries

She says the most rewarding factor in her role is matching-up businesses in Victoria with global opportunities be that through skilled workers, new partners in overseas markets or investment. She calls it "my parenting role".

Geeta is a consummate trade all-rounder: she proclaims in a loud voice that "if it's good for business – it's good for Victoria".

In her present role, Geeta will conceive and plan a venture; she will guide the relevant parties towards the process; and she will hold their hands as it develops.

She came to her current position with over 15 years of International trade/commercial experience across all sectors gained from working within a broad range of businesses.

Formal education qualifications include:

A degree in Commerce,
A Diploma in International Trade and
Certificate in International Business Management.

Areas of Expertise

As an International Business Development Manager, Geeta provides

- Export Coaching & Mentoring
- Facilitate Inbound and Outbound Missions
- Advisory Service on Government Grants
- Assisting employers in areas of Skilled Migration
- Undertake Diagnostics to assess a company's growth potential
- Assist put together business and export plans for clients



CONSULTANT'S BIOGRAPHY



Shirley Ng **International Business Development Manager**

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Background & Qualifications

Shirley has extensive experience in the business environment working in a variety of roles assisting Australian businesses expand into international markets.

Working in a diverse range of business types and industries at both strategic and operational levels, Shirley has developed, managed and administered a range of strategic export marketing program aimed at assisting businesses to achieve business and export sustainability.

Throughout her career, Shirley has worked with many Australian businesses to develop and implement a range of export marketing and sales strategies designed to achieve export sales and grow international business. Shirley has extensive experience in managing participation of Australian businesses at international trade shows and exhibitions events and also representing businesses at these events.

Shirley can coach individual businesses on a range of activities including market entry strategies, strategic partnership, business expansion and growth, offshore sourcing, market research, business matchings to identify potential business partners, export compliance and documentation.

Shirley's qualifications include a Diploma in Business (Franchising), Diploma in Export Management, Diploma in Advance Management and Diploma in Business Studies and .

Areas of Expertise

As a VECCI consultant, Shirley provides coaching, mentoring, **facilitation** and **consulting services** in the areas of:-

- Strategic Business Development, Investment Memorandum
- Export adviser/mentoring services
- Export market development, Market entry strategies
- Strategic partnering including franchising, joint ventures, manufacture under licence, licensing and etc.
- Market research , Business matchings to identify potential business partners
- Offshore sourcing
- Export compliance and documentation



CONSULTANT'S BIOGRAPHY

Scott McGillivray

Tradestart Export Adviser – Bendigo

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Tradestart Export Adviser- Bendigo

Scott comes from a business development background and for the past 8 years has been engaged in developing international trade opportunities for companies here in Australia.

As an Adviser, Scott's key responsibilities are to support the learning, development and expansion of companies into the export arena. Products such as food and wine, livestock and genetics, software and professional services are an example of the industries Scott is heavily engaged in. Scott holds Degree in International Business from QUT and a Diploma of Business Marketing and has been involved with Austrade for two years.