



TropLinks Presentation

Rotary Club Breakfast
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What is TropLinks Inc?

TropLinks Inc. is an independent, not for profit incorporated association established to grow its members under the umbrella of:

Tropical Expertise

The Expertise that members have developed from living and working in the Tropics

- Though not a government body, TropLinks is initially funded by the Queensland Govt
- TropLinks formed as a key mechanism in Qld Govt Tropical Expertise Strategy
- Joining with WA, NT /International to be a Nth Aust./International initiative

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Vision and Mission Statement

Vision

- To grow the Tropical Economy of Australia

Mission Statement

TropLinks will maximise the capacity to develop, commercialise and export Tropical Expertise (science, knowledge and innovation) in:

- Tropical Environmental Services
- Tropical Agriculture
- Tropical Health
- Tropical Living (including built environment, education, tourism, services to mining)





Membership

Basis: Those with a desire to develop, commercialise and export tropical expertise (science, knowledge and innovation)

- Membership-base includes:
 - Private sector businesses
 - Businesses and industry groups
 - Individuals
 - Research bodies
 - Educational Institutions
 - International members
- Membership will be fee-based though free currently





TropLinks Current Board

- Private Sector Board as of 2012
- From Training, International Trade, Energy, Law, Communications, Economic Development, Accounting





Services to Members

Assistance with Critical Issues for Members:

- Business matching/Opportunity Identification: especially collaborative bids/alliances
- Stakeholder engagement: build critical mass to pursue larger projects
- Promotion of “Tropical Expertise” branding
- Advocacy and coordination
- Funding and capital raising: investment for projects, industry development



Services to Members

Opportunity Engagement with Members:

- Distribution of Business Opportunities to Members: Free of Charge, Benefit of Membership
- Initial Information and Advice: Free of Charge, Benefit of Membership
- Targetted Assistance, Market Research: Fee for Service
- TropLinks Participation in Projects, Tenders: Fee for Service, Equity Participation





Strong support from Qld & Federal Government business units

Qld Government

Department of Employment, Economic Development and Innovation

- Trade and Investment Qld
- Agriculture, Food, Tourism and Regional Services
- Environmental Technologies
- Technology and Commercialisation
- HEAT initiative (Creative Industries Unit)
- R&D Forums and Tech Clinics (Commercialisation & Innovations Networks Team)
- Regional Offices

Department of Environment and Resource Management

Federal Government

- Austrade
- AusIndustry



Alliances

Working Partnerships and Alliances

- Advance Cairns
- Cairns Regional Council
- Townsville Enterprise
- Townsville Chamber of Commerce
- Cairns Institute
- Qld Tropical Health Alliance
- Regional Development Australia (RDA)
- Pacific Power Association
- Cairns Chamber of Commerce
- Mareeba Chamber of Commerce
- Port Moresby Chamber of Commerce
- Australia-PNG Business Council





International Markets

Three Current Focus Areas:

- PNG
- Guam/Micronesia
- The Pacific with a focus on energy & renewables





Past Activities Highlights

- \$14M earned by TropLinks members
- Treasurer's Trade Mission to PNG
- Member's Trade Mission to PNG
- Trade Mission to Asian Development Bank
- Pacific Power Association Annual Conference
- NT Engagement Mission
- TropLinks International Symposium
- Inaugural Sponsor Tropical Innovation Awards
- 2 Trade Missions to Guam





Some countries where TropLinks has pursued projects to date

- Fiji
- Solomons
- Guam
- Maldives
- PNG
- Philippines
- Tuvalu
- Nepal
- Japan
- Kazakhstan
- Australia





TropLinks International Symposium

Inaugural Event: Held Aug 21-24, 2010 in Cairns

270 participants, high level recognition of Tropical Expertise





Industry Groups Formed from Symposium

- **Education & Training**
- **Health**
- **Energy**
- **Environment**
- **Built-environment**
- **Business Services**



The Future

- Trade Missions to PNG, Guam/Micronesia, the Pacific
- Pursue opportunities with Industry Groups
- Build engagement with NT and WA actively
- Commercialisation Initiatives





Join TropLinks Today!

Join as a member on-line at:

www.troplinks.com

Click on:

“Become a Member”

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