

PRESS RELEASE



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For Immediate Release

Southwest Virginia Higher Education Center Sponsoring “Selling Your Products and Services in Australia”

The Southwest Virginia Higher Education Center in Abingdon, Virginia will co-host a live interactive videoconference on “Selling Your Products and Services in Australia” will be held at the Southwest Virginia Higher Education Center in Abingdon, Virginia. This videoconference is being sponsored by the U.S. Department of Commerce and the Southwest Virginia Higher Education Center. The workshop will be held on Thursday, May 19, 2005 beginning with registration at 3:45 pm.

The Southwest Virginia Higher Education Center is pleased to invite interested individuals to attend and participate in this live interactive videoconference with the U.S. Dept. of Commerce in Melbourne. The new U.S.-Australia Free Trade Agreement has eliminated 99% of Australia’s manufacturing tariffs, giving U.S. firms an average 5% price advantage over international competitors in the Australian market. Learn how businesses in southwest Virginia can take advantage of these opportunities. Australia is an especially strong market for Southwest Virginia mining equipment companies.

“Best export prospects” to Australia include:

- Mining Equipment including:
- Strata control products
- Mine safety equipment,
- Mining optimization software
- Drilling and exploration equipment
- Construction machinery
- Industrial process controls
- Information technology services
- Medical equipment
- Oil and gas equipment

- Pollution control equipment
- Safety and security equipment
- Travel and tourism services
- Telecommunications equipment

Please note that this will be a live interactive videoconference. The USDOC will present a briefing on current market conditions and export strategies. In addition, they will respond to specific questions on market opportunities and regulations. Registration and questions should be submitted to the Southwest Virginia Higher Education Center no later than Friday May 10, 2005 in order to allow time for preparation. Seating is limited.

For more information, please contact George Hiller, Southwest Virginia Higher Education Center's International Business Development Manager, at 276-619-4374 or email him at ghiller@swcenter.edu. You may also visit www.globalvirginia.com.

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