

Import Export Show 2010 delivered for SME importers and exporters!

Held on 1-2 September at the Sydney Convention & Exhibition Centre, Import Export Show 2010 has earned its place as the most comprehensive learning and networking event for SME importers and exporters in Australia.

It was an intensive two days - a true smorgasbord: 36 free-to-attend seminars, indepth workshops and masterclasses, country presentations, eBay merchant tutorials, Winning Business Online seminars and one-on-one BEC mentor sessions. Plus the latest information from the many exhibitors specialising in all aspects of international trade.

With the help of experienced import/export training professional Corinne Campbell of XDOC, we assembled almost 60 industry experts and successful SME exporters and importers who shared vital, practical and actionable information. The free-to-attend seminars in the hall were outstanding, with capacity audiences.

Delegate feedback was overwhelmingly positive:

"The workshops have been incredibly helpful. If you get just one or two useful tips, it's been worthwhile."

"Very valuable information I will use in the future."

"Very knowledgeable presenters"

"Very high standard - they know their subjects"

"That was brilliant - I'll definitely be back next year!"

We are confident that the show met its objective of assisting SMEs to make contact with a wide range of service providers and government organisations.

There was a good balance in categories represented, which included government departments; banks; financial and insurance services; business services; consultants and advisers; export promotion agencies; technology; express freight; air, sea and road transportation; freight forwarders and customs brokers.

This created the one-stop shop environment intended. The atmosphere on the show floor was buzzing and overall response affirmed its future as a major event.

Visitors travelled from regional NSW as well as the Greater Sydney area, with a number from other states. We even had our first international visitor from California! With approximately 10% more importers than exporters among the respondents, there was a fairly even balance. 50% said they engaged in both export and import.

