

PRESS RELEASE

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FOR IMMEDIATE RELEASE

HEADLINE: AUSTRADE ANNOUNCES KEY SUPPORT FOR THE FOCUS AUSTRALIA/INDIA BILATERAL TRADE BOOK.

Sydney, 14 September 2007 – Austrade and Focus Publishing Interactive will come together to produce the Australia-India bilateral trade book to commemorate Utsav Australia (Celebrate Australia), the Australian Government’s new initiative to accelerate commercial engagement with India.

Mr Michael Moignard, Austrade’s New-Delhi based Senior Trade Commissioner said, “India is Australia’s fastest growing export market, with exports rising 37 per cent to \$10.1 billion in 2006-07. Our exports are set to increase with India growing dynamically at nine per cent GDP.”

“With trade between India and Australia booming, what better way to highlight the myriad opportunities in trade and investment for businesses in the two countries.”

According to Mr Moignard, the India-Australia bilateral trade book will showcase the growing commercial opportunities across a range of sectors following the launch of Utsav Australia.

“We were happy with the quality of the Japan-Australia book produced by Focus. It was just what we had in mind for this commemorative publication,” Mr Moignard said.

Utsav Australia (Celebrate Australia) is an Austrade-managed marketing program to promote Australian industry capability and boost business opportunities in the sub-continent.

Jaqui Lane commented that, “we were delighted to work with Austrade and Mr Moignard again and to be selected to produce this commemorative publication.”

The Indian High Commissioner to Australia has joined in support for the project, as has the Chairman of the Australia India Business Council, Mr Brian Hayes QC, who commented

“This initiative which promotes and supports the Australia India relationship and will raise awareness of the trade and business opportunities between the two countries is very welcome.”

Jaqui Lane, Focus CEO said “such high level support is crucial in making these projects successful and we welcome the Ambassador’s keen support and assistance as well that from Mr Hayes.”

Focus recently appointed an international sales team to bolster commercial support for the project. The book is to be released in both India and Australia by February 2008.

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