

PRESS RELEASE

**Contact:** Sarah Floate  
**Ph:** 02 9336 7000  
**Email:** sarahf@focus.com.au

**FOR IMMEDIATE RELEASE**

**HEADLINE: FOCUS ATTRACTS HIGH LEVEL SUPPORT FOR THE FORTCOMING AUSTRALIA/UAE BILATERAL TRADE BOOK**

Sydney, 24 September 2007 – A Focus Publishing Interactive initiative to produce a bilateral trade book for the UAE and Australia, entitled “Australia – United Arab Emirates: Expanding Trade and Cultural Links” has met with considerable success.

Jaqui Lane, CEO of Focus, said “The publication is timely and right for this region and is attracting keen interest, both in Australian and the UAE.”

A key part of the Focus model is forming a project Advisory Group. Already the project AG is attracting high-level participation. Dr Glen Simpson, Chairman of the Council for Australian Arab Relations, will chair the project AG on the UAE. He said he was glad to be approached and saw it as an opportunity to “help foster the great ties Australia has with the UAE.”

Dr Simpson is also the Executive Director of Coffey International Ltd, a listed Australian specialist engineering company with substantial business interests in both the UAE and Australia.

The Australian Ambassador to the UAE, Mr Jeremy Bruer, has also agreed to join the project AG. He said, “I am delighted to have been invited to join the advisory group and look forward to contributing to the success of the publication.”

Australian Government Minister for Trade, the Hon Warren Truss MP, has offered his support and will be providing a foreword for the project. Recognition from the UAE has been supported by the inclusion of the UAE Ambassador onto the AG. Already a project AG based in the UAE is being formed, through his support.

Jaqui observed that, “Forming these advisory groups is the key to our success on these projects. People like to be involved because they know we produce great books, the process is rewarding and fun, and it gives them a chance to get to know some pretty influential people as a bonus”.

The book is due to be released in both UAE and Australia 2008. For more information on participating in the book, please call Jaqui Lane at Focus in Sydney on 02 9336 7000.

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If you would like more information about this press release contact Sarah Floate, Focus Publishing Interactive, on 02 9336 7000 or at sarahf@focus.com.au

Level 3, 100 William Street  
Woolloomooloo NSW 2011  
tel: +61 2 9336 7000  
fax: +61 2 9336 7001

[www.focus.com.au](http://www.focus.com.au)  
ABN 55 003 600 360