

PRESS RELEASE



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**FOR IMMEDIATE RELEASE**

**HEADLINE: NEW SOUTH WALES, AUSTRALIA – LEADING THE ASIA PACIFIC BOOK LAUNCH**

Sydney, 29 August 2007 – Yesterday, Focus Publishing Interactive’s latest project *New South Wales, Australia – Leading the Asia Pacific* was successfully launched.

With the First State, as New South Wales is nicknamed, as Australia’s and the Asia Pacific’s business hub this book contains interesting information about the Who is Who in New South Wales’ business world, as well as the reasons for its successful development during the last decades.

The launch began at Tuesday’s late afternoon and while the moon over Sydney slowly began to disappear and change into a stunning red heavenly body, Focus celebrated the new publication. The time for launching *New South Wales, Australia – Leading the Asia Pacific* could not have been better, with the APEC meeting and the Business Summit ahead.

“The timing is particularly important with Sydney in the international spotlight,” Mr Loftus Harris from the Department of State and Regional Development said. “In 2006 to 2007, 78 per cent of NSW merchandise exports went to APEC member economies and 71 per cent of our imports were sourced from APEC economies.”

“As we have a great relationship with APEC, among others the book will be presented to all members of the APEC Business Advisory Council.” Jaqui Lane, CEO of Focus added. “Our high level distribution offers real value to the commercial supporters of the books we do, and so more than justifies their investment.”

For more information on *New South Wales – Leading the Asia Pacific* please call Jaqui Lane at Focus in Sydney on 02 9336 7000.

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