

Brave new faces of our trade push



WE MEAN BUSINESS: Alice Whittington, Stephanie Glue, Thao Nguyen and Alice Jim.

Picture: MATT TURNER

NIGEL AUSTIN

FORMER Liberal premier John Olsen will become a special envoy to the United States to help identify business opportunities for South Australia.

He is part of the state's changing overseas trade effort which includes the appointment of an increasing number of young women to key trade roles.

Thao Nguyen in Vietnam, Stephanie Glue in Chile, Alice Whittington in London and Alice Jim in Hong Kong have become the faces of South Australia.

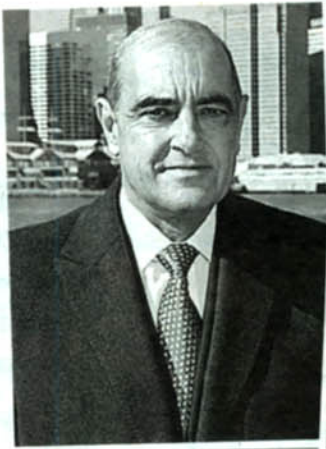
Ms Glue and Ms Whittington from Adelaide and Ms Nguyen have been appointed recently as business development managers. Ms Jim has been in her role for several years.

Mr Olsen's appointment to the part-time position of special envoy was announced by Acting Premier Kevin Foley yesterday, but the Government refused to reveal how much he was being paid for the role.

Former Adelaide lord mayor Alfred Huang will also become a special envoy to China as the state seeks to improve its two-way trade with the world's fastest-growing major market.

Mr Olsen, Australian consul-general in both Los Angeles and New York until recently, will help find U.S. companies that might consider establishing a regional base in SA.

He will also help identify export and expansion oppor-



TRADE PLACES: John Olsen and Alfred Huang.

tunities for SA companies in the U.S. as well as providing advice to the Department of Trade and Economic Development about its U.S. Trade, Investment and Migration Strategy.

"With his years of experience as consul-general and his up-to-date knowledge of U.S. markets,

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John Olsen is ideally placed to help the state," Mr Foley said.

The announcement follows the appointment of Brian Hayes as special envoy to India last year, a role the Government believes is beginning to deliver important business and trade benefits.

The Department of Trade's principal project officer for international market development, Scott Oster, said there was no strategy to recruit young women, but rather to appoint the best candidates.

The four and the state's other business development managers for India, China, Dubai and Singapore have been meeting in Adelaide to talk about export marketing in the past week.

Mr Oster said the state's new export service delivery model involves basing its representatives in Austrade offices to gain leverage from its activities. "It's a different model and much better value for money," he said.