



## Australian Logistics Council - Leaders Delegation to China – April 2008

### Why you should come:

China is a sprawling nation covering 9.5 million sq km. Moving resources across this vast area to reach 1.3 billion people is no easy task. For that reason, China's logistics industry is one of the most vibrant and potentially rewarding industries in the country, attracting significant attention from international manufacturers, wholesalers and logistics service providers.

As the most populous nation in the world, China's logistics industry has taken on a life of its own. In order to understand the logistics industry as a whole and tap into the potential wealth that the country holds in this area, it is necessary to have an overview of all of the various segments of the industry, including a visit to some of China's fastest growing cities.

Join Ivan Backman, Chairman of the Australian Logistics Council on an ALC Leaders Delegation to China in which you will:

- Appreciate why China is different, why it is changing the global economy and why this matters to Australia and the rest of the world
- Gain inspiration from the scale and speed of China's growth, and the sophistication that already exists in all sectors of China's economy
- Expand your network by interacting with China's logistics community, including decision-makers in large corporations, entrepreneurs, policy-makers, centres of influence and government officials
- Learn about the growth and development of China's logistics industry, uncovering opportunities for your company to participate, whilst understanding some of the challenges and risks involved.
- Meet potential customers, suppliers, policy-makers and potential business partners in China to support your China entry strategy
- Enjoy a week of travel with your peers from the Australian Logistics industry, forging new relationships and gaining fresh perspectives on how China will shape Australia's future

For more information, please go to [www.austlogistics.com.au](http://www.austlogistics.com.au) and click on "ALC Leaders Delegation to China"

ORGANISED BY



ENDORSED BY



IN ASSOCIATION WITH

