



reed gift fairs

BUSINESS SEMINAR

Title: "BEYOND THE DOWNTURN – CAPTURING THE OPPORTUNITIES THAT LIE AHEAD"

Date: Saturday, 27th February, 2010 at 10.00am
Sunday, 28th February, 2010 at 10.00am

Where: Sydney Convention & Exhibition Centre, Darling Harbour, NSW

Outline:

This seminar will explore the opportunities that lie ahead beyond the current economic downturn.

The session will firstly help identify specific growth opportunities during 2010, based on emerging lifestyle and fashion trends, as well as how to leverage on product diversity and innovation.

Simultaneously, the program will examine the common business strategies implemented by many of Australia's BRW Top 100, including effective planning, goal setting, and performance monitoring.

Essentially, business success comes down to a simple philosophy. Do we want to be hostage to our environment, simply reacting to changes going on around us, or do we want to take control of our future, continue to grow, and out-manoeuvre our competition?

Speaker: Federico Re (Founder & Director – www.creativeentrepreneur.com.au)

About the Speaker:



Since 1997, Federico has built his reputation as a business development specialist, entrepreneur, and speaker within the gift, homewares, stationery, children's wear, and fashion industries.

He has fuelled new product and brand initiatives, and successfully deployed new ways of performing fundamental business processes as the springboard to success for leading designer companies.

Driven by consumer lifestyle changes, Federico connects directly with people, inspiring and energising them to achieve greater things. He often draws on his personal experiences of leadership, entrepreneurial success, innovation, global trends, teamwork and diversity.

His high level of enthusiasm, unconventional approach, openness to share personal experiences and down to earth nature, helps create a bonding rapport with his audiences.



For further information, please visit: www.reedgiffairs.com.au