



EVENT TITLE: Sports Product Development & Export Masterclass

DATE & TIME: 9am to 4pm Wednesday 3rd June 2015

VENUE: Pullman & Mecure Albert Park, 65 Queens Rd, Melbourne

THEME: The Masterclass is focused on helping current and potential sports product innovators and exporters to;

- better understand global opportunities in regards to sports product innovations,
- provide direct access to subject experts and networks,
- understand keys to domestic & export success, and;
- think beyond domestic elite sports and consumer markets.

FORMAT: Presentations, panels and case studies from leaders in sports product development, manufacturing, marketing, distribution, expansion models & government support.

AGENDA

- 1. Introduction by ASTN – Developing the Australia’s Sports Tech Playbook – 9:10am to 9:20am**
 - James Demetriou / Craig Hill – Chair / Executive Director – Australian Sports Technologies Network
- 2. Maximising & protecting value of international expansion – 9:20am to 10:00am**
 - Marina Papas – Partner – Madgwicks Lawyers (Facilitator)
 - Tim Hall – Partner (Private Clients Tax & Legal) - PwC
 - Steve Wulff – IP Attorney - K&L Gates
 - Scott McGillivray - Managing Director – CVEN (International Trade Specialists)

3. Leveraging government programs to support sports product development & export - 10:00am - 10:40am

- Stan Roche – Senior Trade Advisory - Austrade
- Sean Moynihan – R&D Incentives & Government Funding - PwC
- Joe Barber – Case Manager – Accelerating Commercialisation (Dept of Industry)

Morning Tea: 10:40 to 11:00am

4. Product & Manufacturing Readiness - Developing and manufacturing consumer-focused sports products – 11:00am - 11:50am

- Paul Carboon – Business Development Manager – Hydrix
- Fred Blochlinger – Co-Founder – Outer Space Design
- Sam Popadopolous – Business Development & Marketing Manager - SRX Global

5. Market Readiness - Sports Product Branding, Marketing & Ambassadors - 11:50 to 12:40

- Chris Morgan – Principal - TT Marquet / Director – Australian Sporting Goods Association
- Rob Hilton – CEO (Australia) - The Promotions Factory
- Russell Morris – Director - Australian Sports Technology Ventures

Lunch – 12:40 – 1:20

6. Case Studies of Aussie's Exporting Sports Tech - 1:20pm to 2:00pm

- Geoff Maloney – CEO - POD Active
- David Mackay – Founder - Concourse Golf
- Adrian Faccioni – CEO – Axsys Performance (Founder GP Sports)

7. International expansion strategies – sales teams, distributors, OEMs, licensing and investors – 2:00pm to 3:00pm

- Jarmal Richard – Founder & CEO – jdr Legal / President – American Business Forum
- Chris Morgan – Principal - TT Marquet / Director – Australian Sporting Goods Association
- Martin Schlegel – CEO – Chemneera
- Bob Beaumont – Angel Investor

Afternoon Tea – 3:00pm to 3:20pm

**8. Understanding international sports opportunities & vagaries of international market entry -
3:20am – 4:20pm**

- Jarmal Richard – Founder & CEO – jdr Legal / President – American Business Forum
- Rofer Yu – Asian Business Engagement Manager - CVEN (International Trade Specialists)
- Chris Morgan – Principal - TT Marquet / Director – Australian Sporting Goods Association
- Martin Schlegel – CEO – Chemneera (India / China)
- Richard Guppetta - Director (Consulting, Asia) - PwC

Finish 4:30pm