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Title:

Statement: 'Adelaide Week' Industrial Exhibition

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STATEMENT

from the Premier

Date..... September 1, 1975. State Administration Centre,
Victoria Square, Adelaide,
Embargo..... South Australia 5001
228 4811

'ADELAIDE WEEK' INDUSTRIAL EXHIBITION.

A total of 81 companies would be represented in the South Australian industrial exhibition to be mounted in Malaysia in December for 'Adelaide Week in Penang', the Premier, Mr. Dunstan, announced today.

The Premier said the Australian Department of Overseas Trade had given its full support to the exhibition as a means of developing closer economic and trade ties between Australia and South East Asian countries.

"It will be one of the largest and most ambitious Australian industrial exhibitions ever mounted overseas," Mr. Dunstan said.

"The 81 companies represented are well equipped with technical and scientific skills to supply South East Asian markets."

"Basically, they are from six industry groupings - automotive products, building products, food, beverages and wines, sporting equipment, skin and textile products and plastics".

Mr. Dunstan said the South Australian Government's Development Division had arranged the company representation in consultation with the Chamber of Commerce and Industry and the Plastics Institute.

"The Government will finance the mounting of the exhibition and the cost of shipping company products to Penang", the Premier said.

"While the companies represented will have the opportunity to sell their products, there will also be strong emphasis on the establishment of joint ventures between Australian and South East Asian countries.

"This is one aim of the links established between South Australia and Penang".

Mr. Dunstan said several joint ventures between companies in South Australia and Penang were already under consideration.

"This follows the formation earlier this year of Austral-Asia Development Pty Ltd - a company owned jointly by the South Australian, Malaysian and Penang Governments and the Development Finance Corporation which is initiating and providing facilities for joint developments which accord with Malaysian and Australian economic policies".

The Premier said that with the assistance of Australian Trade Commissioners in the region, the 'Adelaide Week' industrial exhibition was being promoted widely in South East Asia.

"While the exhibition will be open to the public for most of 'Adelaide Week', a special trade day is being organised for December 4, when it is hoped businessmen from throughout South East Asia will attend for detailed discussions with representatives of the South Australian Government and the industries exhibiting," Mr. Dunstan said.

The Premier also said that the South Australian Government was having discussions with the Australian Trade Commissioner in Kuala Lumpur about the possibility of taking a section of the industrial exhibition to the Malaysian capital after 'Adelaide Week'.

'Adelaide Week in Penang' will be held from December 2 to 8 to celebrate the Sister-City tie between Adelaide and George Town - Penang's capital.

The South Australian Government is sponsoring 'Adelaide Week' with the assistance of the Adelaide City Council and the support of the Australian Government.



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