



AUSTRALIA-RUSSIA BUSINESS COUNCIL

MEDIA RELEASE

ARBC announces senior executive appointments & seminar information roadshow

Wednesday October 15, 2008. Australia-Russia Business Council (ARBC) President Mr. Igor Savitsky has announced the appointment of Mr Colin McKenzie of the Australian Chamber of Commerce and Industry (ACCI) as the Business Council's new Executive Director based in Canberra.

Mr. Mackenzie is a former lawyer and diplomat and has worked overseas in Australian embassies. He also has experience in the areas of international law and relations, economic policy, training and cultural relations within DFAT.

Melbourne based Australian biotechnology Solagran Limited's recently appointed COO and former ARBC Executive Director Mr. Branko Jovanovic will maintain his honorary role as ARBC's Executive Manager supporting and overseeing the Business Council's administrative activities.

Solagran was founded 1995 to commercialise a series of natural, biologically effective substances collectively trademarked as *Bioeffectives*[®] and is a long term supporter of the ARBC

Commenting on the Mr. Jovanovic's new role at ARBC, Mr. Savitsky confirmed that the appointment was an integral component of a new dynamic marketing and promotional program to articulate the immense benefits of bilateral trade and investment between Australia and Russia.

"It is important to the ARBC that we have Messrs McKenzie and Jovanovic in these very senior executives position to promote the Business Council's vision and commitment to increase investment and business opportunities between our two countries," said Mr. Savitsky.

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Mr. Jovanovic has confirmed that one of his first projects with Executive Director Mr. McKenzie will be the redevelopment of the ARBC website and production of marketing and promotional literature to provide prospective entrepreneurs and investors an introduction to the Business Council's services and expertise.

Mr. Savitsky continued, "We encourage and invite Australian companies and investors to utilise the ARBC as a comprehensive information resource and base to learn more about the Business Council, its services, expertise, experience to facilitate trade and business opportunities."

The ARBC will hold its AGM in Melbourne October 22nd. Later this year, ARBC will conduct a series of information seminars in Adelaide and Perth.

The ARBC Information Seminars will be an outstanding opportunity to learn more about the fast paced developments that are occurring in Russia, the country's pro business position and the immense natural and human resources that are available to Australian businesspeople and investors.

Details of the ARBC Information Seminars can be obtained by contacting the ARBC's Canberra Secretariat office on 02 6270 8027 or website www.arbc.org.au.

"The benefits of bilateral trade between Russia and Australia are immense and the ARBC will continue to provide expert service and advice to entrepreneurs and investors seeking to explore and develop business and investment opportunities that will be mutually beneficial to the economies of both countries," concluded Mr. Savitsky.

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Notes to the Editor:

Australia-Russia Business Council (ARBC)

The ARBC seeks to foster economic cooperation between Australia and the new independent states (NIS) of the former Soviet Union – Russia itself & others.

ARBC has extensive experience in trade networking. The Business Council enjoys excellent relations with the Embassy and Trade office of the Russian Federation in Canberra and Consulate in Sydney.

Furthermore, the Business Council cooperates closely with the Department of Foreign Affairs and Trade and Austrade.

ARBC is often the first “port of call” in pursuit of business connections for groups of trade representatives from Russia and the NIS region - whether they are government initiated official delegations or privately organized trade visits.

Australian Chamber of Commerce and Industry (ACCI)

The ACCI is the peak council of Australian business associations. ACCI member network has over 350,000 businesses represented through Chambers of Commerce in each State and Territory, and a nationwide network of industry associations.

That makes ACCI the largest and most representative business association in Australia.

The role of ACCI is to represent the interests of business at a national level as well as internationally.

ACCI operates at a national and international level, making sure the concerns of business are represented to government at the federal level, and to the community at large.