

# Australian leisure focus at London show

ATEI and ICE 2003 will play host to a major presentation especially designed to help companies in the UK develop their businesses in the Australian market.

A group of experts from the Australian leisure industry will visit the event and give a presentation on January 23 to highlight the potential for UK companies in this burgeoning and profitable market. The leisure experts will also be available for personal consultation at ATEI / ICE at Earls Court (21-23 January 2003) at a free of charge seminar taking place in the Cromwell Lounge, Earls Court at 10.30am – 12.30pm.

The seminar will be of interest to all manufacturers and operators working within the gaming, gambling and wider leisure industry who are looking to develop their business in the Australian marketplace.

Nigel Benton, publisher of Australian Leisure Management, one of the country's leading leisure magazines, will give an overview of the Australian industry and where it's heading.

Richard Harper, Trade Promotion Manager at the British Consulate-General in Sydney, will provide practical advice on tapping into the Australian market.

This will include key strategies on product promotion and services and how to find agents and distributors in the market.

Roger Cowan, Chief Executive Officer of Panthers, the largest licensed club in New South Wales, will impart his first-hand knowledge of this growing industry. Penrith Panthers World of Entertainment is a massive complex of sports, entertainment

and gaming facilities. Its other attractions include cable water-skiing, on-site hotel and world-class a-la-carte dining.

The popularity of gaming machines in Australian hotels and licensed clubs offers significant opportunities for British companies. The activities funded through revenue from gaming machines range from food and accommodation to live entertainment and recreational facilities.

If you are interested in taking part in this seminar, which is free of charge to ATEI and ICE exhibitors and visitors, please send an email or fax entitled „Australian Leisure Industry Seminar“, giving your full contact and company details, to Dawn Millroy at ATE – email: [dmillroy@ateonline.co.uk](mailto:dmillroy@ateonline.co.uk) – fax +44 (0) 20 7713 6630.