

SUPER EXCHANGE

SUSTAINABLE TRADE IN A NEW WORLD

PROGRAM – WHEN 7 & 8 AUGUST 2025 // WHERE MELBOURNE, VIC, AUSTRALIA

DAY 1 – THURSDAY 7 AUGUST 2025

9.15am – 1.00pm **Session 1 – Use Artificial Intelligence to Enhance Your Business Model**
 Artificial intelligence can help alter business operations for the better. It can contribute to improving efficiency, improve customer engagement, and boost competitiveness. Find out which industries AI can have a positive on. Consider health, environmental management, and engineering services. In addition, you can create a start-up based on AI. But how can you do this, where are the opportunities, and who can you partner with?

1.00pm – 1.45pm Lunch

1.45pm – 5.30pm **Session 2 – Enter markets through the ‘backdoor’**
 Rightly or wrongly, the regulatory landscape across the world has shifted, which will create more friction in the movement of goods across borders, but less so in the context of trade in services. How can you successfully navigate this terrain? Solutions might include shorter supply chains, nearshoring, strategic partnerships and licensing. What are the factors to consider in determining the best alternative market entry mechanism is for you?

6.30pm – 9.00pm Networking event (optional - tickets to be purchased separately)
 An opportunity for attendees to network over canapés and drinks at..

DAY 2 – FRIDAY 8 AUGUST 2025

9.15am – 1.00pm **Session 3 – Utilise Traceability Technology to Support Environmental Claims**
 Governments, consumers and investors want to know the environmental impact of the production and movement of particular goods. They are no longer prepared to accept claims without verifiable evidence. Investing in an appropriate traceability system and technology will no longer be an option – major international brands know this. What are the challenges and opportunities for small and medium sized businesses?

1.00pm – 1.45pm Lunch

1.45pm – 5.30pm **Session 4 – Boost Funding for Environmentally Focused Small Businesses**
 Entrepreneurs are bringing to market innovative products and services that can make a positive and significant impact on the environment. These include products that optimise energy use, reduce waste or provide natural alternatives. But what are the financing options? How can such businesses tap into the right sources of finance, or become investment ready?

OFFER	1 DAY PASS	2 DAY PASS (INCLUDES NETWORKING EVENT)	NETWORKING EVENT
Early-bird <i>(only until 28 March 2025)</i>	\$450 (inc GST)	\$560 (inc GST)	\$70 (inc GST)
Regular <i>(applies from 29 March 2025)</i>	\$550 (inc GST)	\$660 (inc GST)	\$80 (inc GST)

GET YOUR EARLY BIRD TICKETS HERE