



FINANCIAL
SERVICES
INSTITUTE
of Australasia



MEDIA RELEASE

Finsia mentors young leaders from China and Australia on the China-Australia Free Trade Agreement, made possible by the China Australia Millennial Project

SYDNEY, Australia 22nd May 2015 - Sydney Town Hall will see the inaugural China Australia Millennial Project (CAMP) Summit take place from June 1 to 5, where young leaders aged 18 to 35 from Australia and China with a shared interest in entrepreneurship, innovation and the Australia-China bilateral relationship will come together face-to-face.

The Financial Services Institute of Australasia (Finsia) has supported this initiative by sponsoring one of the summit's 13 ThinkTanks.

Finsia asked 10 of the summit's delegates to consider the opportunities China-Australia Free Trade Agreement (ChAFTA) will provide Australian and Chinese businesses to collaborate and engage.

The group have been mentored by Finsia's CEO Russell Thomas and Westpac's Head of Greater China Andrew Whitford about the finer points of the landmark agreement.

Russell Thomas said that the agreement "has been concluded at a time of unprecedented innovation in Australian financial services. It has been great to see firsthand how emerging leaders and entrepreneurs in both countries are responding to the opportunities ChAFTA offers."

"CAMP is an exceptional initiative, and a part of Finsia's mandate to prepare the next generation of finance professionals to take up a once in a lifetime opportunity to build a world class financial services export industry."

CAMP's objective is to help foster mutual cultural understanding as well as provide the 130 participating delegates a professional development program designed to stretch their creative problem solving and innovation skills, benefits Professor Bob Carr, Director of the Australia-China Relations Institute and former Australian Foreign Minister, recognises.

"Having young people making person to person links, establishing friendships and partnerships that will be with them all their lives, gaining a level of insight and comfort about dealing with the other country, is hugely important. I think CAMP is the freshest approach that I can remember seeing emerge in this challenge of building understanding between two countries that are so different. CAMP is a refreshingly bold approach to this," said Mr Carr.

CAMP CEO Andrea Myles explains the invitation is to the public to participate in a greater dialogue about the exciting future of the Australia-China relationship, widening the scope of engagement beyond short term transactional bilateral trade to broader shared value and social issues.

“We’re putting the spotlight on innovation and opportunities at our inaugural CAMP Summit Opening **‘Leading Innovation in the Asian Century’** and encourage the public to get involved in this incredibly stimulating and essential dialogue,” said Ms Myles.

The 1 June event featuring a panel discussion with highly successful innovators and entrepreneurs will be held at City of Sydney’s Town Hall from 11:00am – 12:30pm. Tickets are available at <https://events.ticketbooth.com.au/event/InnovationAsianCentury/tag/media>.

The CAMP Summit’s Gala Dinner held at Sydney Town Hall on June 5 will showcase the best insights, projects, and young talent to emerge from the five day Summit as each ThinkTank goes head-to-head. The audience will be among the very first to hear about the top ventures conceived by CAMP delegates as they pitch their co-created new ideas to a room of venture capitalists, sponsors, impact investors and the savviest amongst the business community, competing for funding to implement the most innovative plans.

For details or tickets, visit <https://events.ticketbooth.com.au/event/CAMPGalaDinner/tag/media>.

*** ENDS ***

CAMP Media Enquiries

Andrea Plawutsky
0419970984
andrea@amplifyme.com.au

Finsia Media Enquiries

Caroline Falshaw
0414488852
c.falshaw@finsia.com

About Finsia

Finsia — the Financial Services Institute of Australasia — is Australasia’s premier membership organisation for the financial services industry. Finsia advances our members’ careers by building their capability and professional standing – and by connecting them to leading content, insights and influential networks.

About CAMP

The China Australia Millennial Project (CAMP) is a world-first project uniting top young leaders (aged 18-35) from China with Australian peers for a bilateral business incubator across a broad range of industries.

The inaugural 12 week program includes an online mentored component and an intensive 5 day face-to-face summit being staged as part of Vivid Ideas, part of Vivid Sydney, from 1 – 5 June 2015. CAMP will help foster mutual cultural understanding as well as providing delegates an exceptional professional development program designed to stretch their creative problem solving and innovation skills.

CAMP is proudly powered by Westpac, backed by the Department of Foreign Affairs and Trade, the NSW Government and being staged in collaboration with Vivid Ideas, part of Vivid Sydney. Vivid Sydney is owned and managed by Destination NSW, the NSW Government’s tourism and major events agency. CAMP was launched in Shanghai in September 2014 by The Hon Mike Baird, Premier of NSW. The event has strong engagement with industry and not-for-profits across Australia and China for thought leadership and sponsorship.