

Media Release and Event Advisory  
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## Unleashing Entrepreneurial Success – Creating 1000 New Enterprises

Falling commodity prices mean Australia's era of predictable prosperity is over. Our economic future relies on innovation and entrepreneurship. A new strategy is now needed to reshape public policy and drive economic growth through innovation.

ADC Forum Chief Executive Anton Roux: "This is a watershed time for high-income economies like Australia's. The global economic balance is shifting in fundamental ways. Rapidly changing technology is challenging many traditional employment occupations, even as it creates new roles that didn't exist just a few years ago.

"To remain a high-income economy, economic transformation is critical. We need to take advantage of the opportunities afforded by rapidly changing technology to turn great ideas into great businesses, which can excel in export markets.

"That requires commitment to a strategy of innovation, backed by a coherent policy framework at all levels of government.

"Australia has some of the best and brightest entrepreneurs in the world, but without a well developed entrepreneurial ecosystem to support them, and opportunities flowing out of our research institutions and their intersections with industry, we will continue to lose too many great people, ideas, investment, and economic potential to competitor nations such as Singapore and the United States.

"We're in a global race not only to attract new talent and capital, but just to retain our own," Mr Roux said.

Preparing Australia to win that race, and reap the benefits of the coming economic transformation, is the topic of the ADC Forum's Future Summit 2015, which brings together leading Australian and international investors, entrepreneurs, innovators, and business leaders in Melbourne on September 28 and 29.

Key speakers include:

- Knesset member Professor Manuel Trajtenberg, expert on Israel's world-leading entrepreneurial ecosystem;
- Internationally renowned futurist Jamais Cascio, from Palo Alto's Institute for the Future;
- Leading Swedish economist Göran Roos;
- San Francisco-based technology entrepreneur Gregor Freund, CEO of Versal and co-founder of Zone Labs
- A wide range of leading Australian and international entrepreneurs and venture investors.

ADC Forum (Founded as the Australian Davos Connection) is a not-for-profit leadership organisation founded in 1996 by the Australian members and participants of the World Economic Forum.

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The two-day program also explores:

- Success stories and case studies from the best and brightest entrepreneurs in Australia and internationally
- Connecting investors with entrepreneurs and ventures with funding requirements from Angel and Series A to C portfolios
- Going beyond traditional investment pathways and sources of funding
- Realising opportunities from across the Asia-Pacific region
- International best practice in supporting entrepreneurship
- Nurturing emerging company growth and supporting startups
- Corporate innovation and partnerships
- Social entrepreneurship
- Building personal skills and exceptional networking opportunities

ENDS

Note: Media Attendance

Media are invited to attend and cover the summit, by requesting media accreditation for the event by email to [adcforum@adcforum.org](mailto:adcforum@adcforum.org).

Future Summit 2015 details are as follows:

When: 28 and 29 September 2015

Where: RACV City Club  
501 Bourke St  
Melbourne

Registration information is available from the ADC Forum's website, [www.adcforum.org](http://www.adcforum.org) for those wishing to attend as summit participants.

Note: About the ADC Forum

ADC Forum is an independent, cross-sectoral Australian think-tank, bringing to bear strategic expertise in an open, dynamic development architecture to expand and improve our world through insights and practical solutions, opening opportunities and renewing fields of human endeavour.

By developing capacity for business, government, universities and civil society to jointly contribute to building a resilient global system, ADC Forum will be integral to shaping our shared future in the Asian Century.

To arrange further comment please contact:

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