

**For immediate release:**

August 1, 2007

**Press contact:**

Kathy Drasky

US: +1 415 606 2085

AU: +61 431 942 711

kazzadrask@yahoo.com

**ANZA Technology Network Announces FocUS Marketing Workshops for  
Innovative Australian and New Zealand Companies**

US Technology Analyst Chris Shipley and Business Coach Dan Sapp to Prep Companies  
in Major Australian and New Zealand Cities for US Pitch and  
Business Development Opportunities

SAN FRANCISCO, CA —August 1, 2007—The Australian, New Zealand, American (ANZA) Technology Network (<http://www.anzatechnet.com/>) will offer a series of 1-day intensive marketing workshops in major Australian and New Zealand cities this month. The ANZA FocUS Marketing Workshops are open to all Australian and New Zealand innovative technology companies looking to explore business opportunities in the vast US technology market.

The FocUS Marketing Workshops place executives from participating companies in an interactive environment where they can first receive a US market forecast for their business's potential and position in the US marketplace from world-renowned technology analyst Chris Shipley (<http://www.guidewiregroup.com/site/about/management.html>). US business coach Dan Sapp (<http://www.dansappassociates.com/>), who has worked with some of the world's leading CEOs and executives, then helps companies fine-tune their pitch for an American audience of entrepreneurs, executives and venture capitalists. Feedback is provided by Shipley, Sapp and ANZA CEO Viki Forrest, who has worked with hundreds of Australian and New Zealand companies seeking to explore, build or expand business roots in the US.

At the end of this intensive day-long session participants will know if they have what it takes to enter ANZA's Gateway to the US program, a 6-week immersion into US business culture and opportunity that more than 200 Australian and New Zealand companies have completed since 2002. In the Gateway program, participants are assigned a US-based mentor with experience in their industry niche. The program's apex is a showcase presentation opportunity before an audience of US entrepreneurs, executives and VCs in Silicon Valley in October. The top 10 Web 2.0 companies participating in the Gateway program will also be invited to meet with representatives from Google Australia prior to the Silicon Valley event.

“The FocUS Marketing Workshops are designed to work with Australian and New Zealand business owners, executives and entrepreneurs who have a global market

opportunity. We assess their US market potential and then advise them on how to tailor their message to capture the attention of Americans who can then help them navigate the intricacies of Silicon Valley and other booming high-tech areas in the US,” said Forrest. “We’ve seen many companies come through the ANZA programs ready to secure US partners, customers and investors.”

The FocUS Marketing Workshops will be held in Melbourne (August 21), Brisbane (August 22), Sydney (August 23), Adelaide (August 27), Hobart (August 29) and Auckland (August 31). The cost for the 1-day workshop is \$US495 and allows for the attendance of two executives per company. The fee can then be applied to the cost of the Gateway to the US program for companies deciding to participate. To register, please go to the ANZA website at:

[http://www.anzatechnet.com/programs\\_workshops\\_agenda.html](http://www.anzatechnet.com/programs_workshops_agenda.html). Venue information will be posted there as it becomes available.

###

---

ANZA Technology Network is the leading independent organization connecting the Australian, New Zealand and US technology and biotechnology sectors. Through its Gateway and Fast Track to the US programs ANZA has assisted over 200 Australian and New Zealand companies as they enter the US market—more than any other non-government organization. For more information: <http://www.anzatechnet.com/>