

**For immediate release:**

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**ANZA Technology Network Brings Innovative Tech Workshops Down Under**

**Guidewire Group's Chris Shipley and Southern Cross Venture Partners Lead Dynamic One-Day Sessions for US Market Exploration**

SAN FRANCISCO, CA —July 31, 2008—The Australian, New Zealand, American (ANZA) Technology Network will offer 1-day US market exploration workshops in major Australian and New Zealand cities 20-29 August 2008. The ANZA FocUS Marketing Workshops are open to all Australian and New Zealand innovative tech business owners, CEOs, senior executives and entrepreneurs looking to explore and develop business roots in the world's largest marketplace.

Hosted by ANZA CEO Viki Forrest, the workshops will be held in Auckland (20 August), Sydney (22-25 August), Adelaide (26 August), Brisbane (27 August) and Melbourne (28-29 August). The cost is \$495 USD and allows for two members of each company to work with Guidewire Group's Chris Shipley, a world-renowned market analyst and global technology thought leader, to review company product pitches and messages and tailor them to target US investors, entrepreneurs and executives.

"I'm excited to be a part of ANZA's FocUS Marketing Workshops again this year," said Shipley. "Australia and New Zealand are world leaders in innovation and it is in the interest of global technology to work with these companies to explore their potential in the US marketplace."

Other topics addressed at the workshops include cultural differences in the US market and business environment, coaching and advice on US market climate, trends and niches and expert opinion on each company's US market position and opportunities.

"The FocUS Marketing Workshops are an excellent opportunity for Australian and New Zealand start-ups and small-to-medium innovative companies who want to find out more about what's really involved in doing business in the United States," said Forrest. "Many companies at this stage are looking for funding, and partner representatives from

Southern Cross Venture Partners will spend some time with attendees explaining what's involved and how companies can achieve their goals through ANZA's programs."

The ANZA FocUS Marketing Workshops are the first step in ANZA's Gateway to the US program, a two-month program that begins following the Workshops and culminates in a Silicon Valley Summit to be held 20-22 October, in Sunnyvale, CA.

Since 2001, hundreds of Australian and New Zealand innovative companies have taken part in ANZA programs that have put them on a path to US market success. ANZA facilitates trusted connections between Australian and New Zealand business owners, CEOs, senior executives and entrepreneurs and its highly valued network of experts in the US high-tech, biotech/medtech, Web 2.0, IT, clean tech and new media industries to secure investment, increase sales and find US partners while reducing costs and risks.

The FocUS Marketing Workshop schedule follows. For more information on the FocUS Marketing Workshops or other ANZA programs, visit the ANZA website at [www.anzatechnet.com](http://www.anzatechnet.com) or contact Viki Forrest at [viki@anzatechnet.com](mailto:viki@anzatechnet.com) or +1 415-309-7068.

### 2008 FocUS Marketing Workshop Schedule

City	Date	Time	Location
Auckland	Wednesday, 20 August	10 am - 6 pm	PricewaterhouseCoopers Level 22 188 Quay Street
Sydney	Friday, 22 August	8 am - 5 pm	NSW Trade & Investment Centre Level 47 MLC Centre 19 Martin Place
Sydney	Monday, 25 August	8 am - 4 pm	NSW Trade & Investment Centre Level 47 MLC Centre 19 Martin Place
Adelaide	Tuesday, 26 August	8 am - 5 pm	Dept. of Trade and Economic Development Seminar Room, Level 7 178 North Terrace
Brisbane	Wednesday, 27 August	8 am - 5 pm	Austrade The Moreton Room, Level 16 307 Queen Street
Melbourne	Thursday, 28 August	10 am - 6 pm	Investment Centre Victoria Level 46, ANZ Tower 55 Collins Street
Melbourne	Friday, 29 August	8 am - 5 pm	Investment Centre Victoria Level 46, ANZ Tower 55 Collins Street

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ANZA Technology Network is the leading independent organization connecting the Australian, New Zealand and US innovative technology sectors. Through its Gateway and Fast Track to the US programs ANZA has assisted hundreds of 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/>. This press release was prepared for ANZA Technology Network by KazzaDrask Media. For more information and interviews contact: [kazzadrask@yahoo.com](mailto:kazzadrask@yahoo.com).

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