



Connecting
Australian Businesses
for 30 years in
Hong Kong & Macau

AustCham Deputy-Chair Darren Bowdern invites you to:

AFL: Port Power's Hong Kong Strategy & Bringing Footy to China

Breakfast | The Hong Kong Club | Fri 13 Oct

The Port Adelaide Football Club had a dream that many thought would be impossible: for Australian football to make a meaningful impact in China. It was PAFC's connections in Hong Kong that became the foundations that made this dream to become a reality.

Port Adelaide's success was evident in the culmination of years of hard work by playing the first ever AFL game in China as part of the regular Premiership Season in 2017. The bi-lateral relation between Australian and Chinese governments was on display with both national leaders attending and now PAFC is part of the platform forming part of wider Australian and Chinese Business-to-Business relationships.

Please join us for this interactive breakfast where PAFC's CEO Keith Thomas will be providing insight into their China entry strategy, long-term vision and how the club has positioned itself at the vanguard of leading the AFL into China.

About the speaker:

Keith Thomas, CEO, Port Adelaide Football Club

Keith commenced as the CEO of the Port Adelaide Football Club in September, 2011. During his tenure, Port Adelaide Football Club has achieved significant sporting and commercial success recording achievements including AFL finals participants in 2013 and 2014, finishing third in 2014; 60,000 paid members - double the number achieved in 2011; Tripled corporate revenue since 2012; and played the historic, first ever AFL game for premierships points in China in 2017.

Before joining Port Adelaide, Keith enjoyed a successful career in media management with his most recent role as General Manager of FiveAA, SAFM and Triple M radio networks in South Australia.



Date: Friday 13 October 2017

Time: Registration from 7:45am. Event starts from 8:00am – 9:15am

Venue: Victoria Suite, 1/F, The Hong Kong Club,
1 Jackson Road, Central, Hong Kong

Cost: AustCham Members HK\$400
Non Members HK\$600
(SAG members enjoy the member rate)

[Book online now!](#)

Booking form: PAFC Breakfast

Name:		Telephone:	
Email:			
Attendee Name	M'ship #	Attendee Company Name	
Total			HK\$
<p>Payment of HK\$ _____ enclosed (payable to "The Australian Chamber of Commerce in Hong Kong") or please debit my Mastercard or Visa or Amex (please circle)</p> <p>Card number _____ Expiry date __ / __</p> <p>Name on Card: _____</p> <p>Signature: _____</p> <p>FAX REPLY TO + 852 2877 0860. EMAIL REPLY TO bookings@austcham.com.hk</p> <p>Details online at www.austcham.com.hk Enquiries tel: + 852 2115 3038.</p> <p>Event rundown is subject to change. AustCham reserves the right to amend its events at any time.</p> <p>Cancellation Policy</p> <ul style="list-style-type: none"> - Full payment needs to be settled prior to the event date. - AustCham reserves the right to refuse unpaid attendee to the event. - Your booking will be successful upon receiving a confirmation email from AustCham. - Cancellations must be in writing 3 working days PRIOR to event. - No shows will be charged and payments are non-refundable unless the event is cancelled by the organiser. - If you don't receive any feedback from AustCham three days after you send the completed booking form, please call +852 2115 3038 to check your booking. 			
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