

ICASIA SERVICE PROFILE

ICASIA Marketing and Management Pty Ltd offers consulting services to government and business organisations, these professional services including.

- ❖ **Conference and Event Management** – To plan and facilitate corporate events in Western Australia and China; official publication (English and Chinese bilingual) production; International and industry conference
- ❖ **International Marketing** – To assist business with its development in international markets (APEC region)
- ❖ **Project Management** – *To manage contract and project on behalf of clients, these projects include Trade Mission, International JV Project contract negotiation and contract management, etc.*
- ❖ **Corporate Promotion** – To assist organising set up branding strategies, especially Australian business in Chinese market, Chinese organisations' development in Australia, etc.
- ❖ **Publication Relations** – To assist organisations design and implement PR functions and activities, targeting multi-cultural business and community markets
- ❖ **Government Relations** – To assist senior management establish, nurture and enhance strong and lasting relationship with the representatives from local, state, federal and / or central government

服务范围

ICASIA 市场企划有限公司向政府和商业组织提供专业咨询。公司的服务包括：

- 国际会议和宣传活动协调 – 在澳大利亚和亚太地区各国
- 项目管理 – 协助国际合资企业的合同洽谈和项目管理，包括组织贸易代表团访华等
- 国际市场拓展 – 协助客户在亚太地区扩大产品和服务市场
- 企业产品推广 – 协助客户策划品牌和营销策略，特别针对澳洲企业走向中国或者中国企业在澳洲的发展
- 公共关系发展 – 协助客户在拓展多元文化市场方面组织、策划公关活动，包括国际性宣传活动、专业讲座和制作中英 双语刊物等
- 政府关系发展 – 协助客户建立与维护与当地、州级和联邦政府之间的长期稳定良好关系

