



**MISSION LEADER**  
**The Hon. Bill Shorten MP**  
Minister for Financial Services and  
Superannuation;  
Minister for Employment and Workplace  
Relations.



## Bill Shorten MP Trade Mission to Israel

**EXPRESSION OF INTEREST**  
**Sunday 29 April – Saturday 5 May, 2012**

The Australia-Israel Chamber of Commerce and the Embassy of Israel are delighted to advise that Minister Bill Shorten MP will lead a Trade Mission to Israel from **Sunday 29 April – Saturday 5 May, 2012**.

The trade mission will attempt to understand how is it that Israel-a country of 7.2 million people, a third of the size of Tasmania, sixty per cent desert, only sixty three years old, surrounded by enemies, with limited natural resources-produces more start-ups than large, peaceful and stable nations like Japan, India, Korea, Canada, the United Kingdom and Australia.

The mission will investigate Israel's superannuation, tax reform, venture capitalism and seed fund models, as well as its innovation and entrepreneurship culture-beginning with a society of leadership and risk management.

The mission, specifically designed for senior leaders from business, government, policy and academia, particularly within the financial services sectors, will expose delegates to key Israeli influencers and enable a sharing of innovative business ideas and opportunities.

The mission is also a wonderful opportunity for delegates to network and interact with other delegates and form long-lasting, valuable relationships. In addition to the group program, individual meetings with a cross section of Israeli business, academic and political leaders can be tailored for individual delegates to achieve their personal objectives.

The mission will also include high level geo-political and economic briefings, and visits to Jerusalem and the Dead Sea. Partners are encouraged to join delegates for whom a separate tourism program will be arranged.

### **About Bill Shorten MP**

*Bill was elected as the Member of the House of Representatives for the Federal seat of Maribyrnong at the Federal election held on 24 November 2007. On 3 December 2007, he was sworn in as the Parliamentary Secretary for Disabilities and Children's Services.*

*On 25 February 2009, Bill was appointed as Parliamentary Secretary for Victorian Bushfire Reconstruction in addition to his existing duties.*

*At the Federal Election held on 21 August 2010, Bill was re-elected as the Member for Maribyrnong and on 14 September 2010, sworn in as Assistant Treasurer and Minister for Financial Services and Superannuation.*

*Most recently, he has been promoted to a member of Cabinet in the Gillard Government and has taken on the additional responsibility of Employment and Workplace Relations portfolio, while holding on to his Superannuation and Financial Services responsibilities.*

The Chamber has been successfully organising trade missions to Israel for over 30 years with mission leaders such as: Graham Bradley AM, President of the BCA, the Hon Warren Truss MP, then Minister for Agriculture, Forestry & Fisheries; former NSW Premier the Hon Nathan Rees MP, then Minister for Water; Hugh Morgan AC, then President BCA; Senator Helen Coonan, then Minister for Communications, and many more prominent leaders.

**For further information**, or to register your interest, please contact Ori Danieli, Head of Trade, Australia-Israel Chamber of Commerce, 02 9326 1700 / [ori@aicc.org.au](mailto:ori@aicc.org.au)