

INVITATION

AUSTRALIAN HIGH-TECH DELEGATION RECEPTION

On behalf of Dr Orna Berry, Chairperson and the Executive of the Israel-Australia Chamber of Commerce you are cordially invited to meet the Chamber's Australian High-Tech Delegation being led by Ms Deena Shiff, Group Managing Director @ Telstra Business.

The delegation includes senior representatives from the Australian High-Tech/Telco Industry, Academia and Government.



Both Telstra and Optus will present and speak about their respective companies including an overview of the Australian Telco/High-Tech scene.

The focus of the Mission is Digital Applications that will drive the utility of the new NBN-National Broadband Network.

The National Broadband Network, is a Fibre to the Home (FTTH) network set to be built in Australia. The Australian Government has established a Government business enterprise, NBN Co Limited, to design, build and operate an Open Access Network providing download speeds of 100 Megabits per second to 90% of Australian homes and businesses, for which it is offering to contribute an initial cash injection of \$US38Bil.

The remaining homes and businesses will be supplied using wireless and satellite technologies. The network will be built as a public private partnership. It will be the largest single infrastructure investment in Australia's history.

*Held in the Presence of the newly appointed Australian Ambassador
Her Excellency Andrea Faulkner*

Deena Shiff, Group Managing Director- Telstra Business
Telstra Business is responsible for serving the unique needs of Australia's small to medium enterprises (SME) with fixed line, mobile and broadband, as well as data and Internet solutions tailored for business. With a National focus and strong integration capacity to bring solutions to its customers, Telstra Business is a driver of innovation for business customers and generates around 20% of Telstra's total revenues-\$US20Bil.

When:	Tuesday 23 rd March, 2010
Time:	18:45 – 21:00
What:	Reception (including Buffet Dinner)
Member:	125NIS
Non-Member:	150NIS
Where:	Azrieli Conference Centre Level ?, Round Tower?
RSVP:	03-516-8931 pauli@iacc.org.il



**Mark Mulder,
Head of Products-
Singtel Optus**

Optus is Australia's 2nd largest telco in (sales-\$US7Bil), and is a wholly owned subsidiary of SingTel. To provide services, Optus owns and operates its own network infrastructure, as well as using the services of other network service providers, most notably Telstra Wholesale. It provides services both directly to end users and also acts as a wholesaler to other service providers. Through its OptusNet brand, it provides broadband, wireless and dial-up internet services. Optus also provides full mobile services