



Australia-Japan Society of NSW Inc

ABN 70 001 250 228

Incorporation No. INC9889994

Co-Patrons: The Premier of New South Wales. The Consul General of Japan, Sydney
Established 1968

AJS Business Series 2010

Japan Market Entry Success Stories

Featuring a panel of two speakers

- **Mr. Alfred Moufarrige**, founder and CEO of ServCorp Pty Ltd
- **Gordon Davies**, Vice-President Asia-Pacific, LANSA Pty Ltd

Our two speakers will present two different stories of success in the demanding Japanese market. Alf Moufarrige is the CEO of ServCorp, the second largest operator in the serviced and virtual office market worldwide. ServCorp established its first facility in Japan in 1993 and now has 18 centres, with a further six being considered. The company is the leading Australian corporate employer in Japan, with more than 150 Japanese employees and a small number of expats. ServCorp is now expanding rapidly through the US and the Middle East, as well as Japan.

Gordon Davies is the VP, Asia-Pacific for LANSA, an Australian software development platform company. Founded in 1987, LANSA entered Japan via a distributor relationship with SEL, an IBM business partner, in 1990. Subsequently, LANSA Japan was spun out of SEL before becoming a 100% subsidiary of LANSA at the end of last year. LANSA technology is actively used by 1200 leading Japanese corporations.

The discussion will include start-up challenges and key factors for success. There will be time for Q&A, followed by networking over drinks.

Background of speakers:

Alf Moufarrige 'wrote the book on Serviced and Virtual Offices in high rise buildings for the world'. He founded ServCorp in 1978 with one corner office space in the MLC building in Sydney. Quickly recognizing the need for serviced offices, and inspired by growing demand, he expanded rapidly. In 1980 Alf pioneered the concept of the 'virtual office'. ServCorp was listed on the Australian Stock Exchange in 1999.

Gordon Davies is a senior software industry executive, currently responsible for field operations in Asia-Pacific for LANSA. Over the last 17 years, Gordon has focused on Japan as the world's second largest IT market and a significant revenue contributor for his company. Gordon has worked continuously in commercial computing since graduating from Sydney University with first class honours in Pure Mathematics.

Date & Time

Wednesday 23 June, 6-8pm (venue opens 5:30pm)

Networking drinks and snacks to follow presentation.

Venue

**TressCox Lawyers
Level 20, 135 King St, Sydney NSW 2000**

Cost

\$30 AJS members

\$35 non-members

Booking form is below. Places are limited, so make sure you send us your booking form early to reserve your place! **Also please note we cannot accept payment on the day, so please pay by cheque or credit card in advance.**

FAX or MAIL BOOKING FORM

Fax to: 02-9228-9299 (Attn Philip Mitchell)

AJS Business Series 2010

Wednesday 23 June

Please RSVP BY Monday June 21, by filling in the form below and returning it by FAX or mail:

FAX: 02-9228-9299 (Attn: Philip Mitchell) OR

MAIL to: Australia-Japan Society of NSW, PO Box R937, Royal Exchange NSW 1225.

E-mail inquiries to bookingsnsw@austjapanfed.org.au

Persons attending (if more than one name record below):

Name:.....Position:

Organisation:..... Telephone:.....

Email:

Payment details*:

| | | | |
|--------------------|--------|------|-------|
| AJS Members | \$30 x | = \$ | _____ |
| Non-members | \$35 x | = \$ | _____ |

Two easy ways to pay:

Cheque enclosed is for \$_____ in favour of Australia-Japan Society of NSW Inc OR

Please debit my: Visa Mastercard American Express

Payment Amt: \$_____

Card No.

Name (as indicated on credit card)_____

Expiry date / Signature _____

Write additional names attending here:

Name.....Email.....

Name.....Email.....

[*There is no GST payable on this amount]