

# THE ROTATOR

## Official Newsletter of The ABSC Incorporated



March, 2019

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Co-editor - Mrs Sylvia Alafaci



### EDITORIAL

Welcome to the first edition of the ABSC Inc. Newsletter.

As the President of this new peak management consultant forum, I take great pride in introducing the ABSC Inc. to

the business community-at-large.

The successful Official Launch of the ABSC Inc. at the Hyatt Regency Sydney on 25th February 2019 has set in motion an event-packed agenda for the current year.

Our planned series of events in 2019 will feature seminars, conferences, roundtables, and VIP meetings with eminent business and political leaders to promote leadership and entrepreneurialism towards stimulating a more vibrant Australian economy and competitive international engagement.

Since its registration with NSW Fair Trading in late 2018 the ABSC Inc. has moved rapidly to cement its presence and visibility on the business scene, connecting to the world wide web through the effective mechanism of a professionally configured website, due in no small measure to our IT Director, Mr Vikas Rawat.

One indicative variable of the ABSC Inc.'s burgeoning success is the calibre of corporate membership applications that have been processed since little over three months after the establishment of the organisation. Indeed, the ABSC. Inc., as each visitor can gauge from its website's Partner's page, has already managed to secure four high level corporate members, who were duly acknowledged with the presentation of

corporate membership certificates in a formal Certificate of Acknowledgement Presentation Ceremony which took place at the Media Conference to officially launch the organisation.

On behalf of the ABSC Inc.'s Board of Directors, I would like to commend the ABSC Inc. to the national and international business community for our commitment to economic progress and development, appealing to like-minded individuals and groups to become proactively engaged with our organisation.

**Dr Frank Alafaci**  
President, ABSC Inc.



### Wei Li – Patron of the ABSC Inc.

Wei Li is the founder and CEO of Swan Wine Group, one of the top ten exporters of wine to China. Li was for a decade until his resignation in 2008

the Chief Executive of Power Dekor, China's largest global flooring supply company, which taught him the necessity to control both product branding and distribution. Since 2008 Li has managed to create a fully integrated wine export business with winemaking and bottling facilities in the Barossa Valley and McLaren Vale, utilising a combination of two hundred and fifty distribution channels across one hundred and fifty Chinese cities. Swan Wine products are likewise sold and distributed via Walmart and Carrefour and through online giant "virtual" stores and outlets such as JD.com.

## Hyatt Regency Sydney hosts Official Launch of the Australian Business Summit Council Inc.



The ABSC Inc. held a spectacular private High Tea function to mark the official launch of the organisation at the Hyatt Regency Sydney on 25th February 2019. More than fifty VIP guests including consuls general, consuls, vice consuls, political leaders, high profile business people and members of various ethnic media groups filled the special functions room of the exclusive, five star hotel in the Sydney CBD to mark this significant occasion.



Dr Frank Alafaci, the ABSC Inc. president, outlined the scope and nature of this organisation which aims to propose ideas, debates, discussions, recommendations and long-term solutions in the furtherance of augmenting trade and investment possibilities between Australia and our known trading partners as well as hitherto untapped import and export markets. As the ABSC Inc. president announced, this elite management consultant forum will devote itself to promoting the interests of local and offshore Australian businesses through the stimulation of multilateral economic relationships with the international community.

At this memorable official launch, the selective audience was addressed by four distinguished keynote speakers who spoke in glowing terms of this

organisation's commitment to economic progress and development. Ms Dianne Tipping, the Chair of the Export Council of Australia and Managing Director of Excon International Pty Ltd has spent more than twenty years working with the Australian Institute of Export and various government as well as non-government agencies to teach and encourage exporters to achieve their global ambitions, promoting the expansion of Australia's massive export potential. As the Director and former Chairman of Interlaw, Mr Jim Harrowell AM has provided commercial advice to clients for over two decades ranging from negotiating joint ventures and resolving disputes to mediation, litigation and arbitration. In 2006, Jim was appointed a Member of the Order of Australia for service to international relations, particularly the development of legal and business links with China, and is one of seven Australians appointed to the China International Economic and Trade Arbitration Commission (CIETAC) panel of arbitrators, as well as the only Australian appointed to the Shanghai Arbitration Commission. Similarly, Mr Michael Rizk has been a Director in the Australian Lebanese Chamber of Commerce since 1987, occupying the position of ALCC President for six years. Over a period spanning more than twenty years, Michael has exported Australian food products – primarily honey – to the Middle East and maintained a continuous trade link with Lebanon, organising several





sectors of production which offset the significant decline in the manufacturing industry.

Adding to the momentousness of this occasion, the ABSC Inc. president highlighted the recruitment to the organisation of four prominent corporate members – Malaysia Airlines, Alliance Project Group, Rex Opal Pty Ltd and the Swan Wine Group, whose founder and CEO, Wei Li is also the patron of the organisation – in a formal Certificate of Acknowledgement Presentation Ceremony conducted by the Secretary-General of the Australia China Friendship and Exchange Association, Mr Michael Harkins MVO PSM KSJ. Before joining the ACFEA, Michael had worked with the Australian NSW public sector for thirty- five years. During this period, he worked in the NSW Department of Premier and Cabinet and was also seconded to the Premier’s Private Office, supporting nine Premiers in providing critical, timely and appropriate protocol advice. Michael has wide-ranging experience, skills, knowledge and sound judgment in all government activities at a senior level, including parliamentary and government operations in Australia, specifically in State, Commonwealth, ceremonial, diplomatic and consular protocols and related activities. Having been trained in the principles



trade missions to the country, including the first Australian product exhibition in 1997 during the official visit of the then Premier of NSW Bob Carr together with a large official business and media delegation. In an inimitable manner, Michael presented the clear, objective explanation that the Middle East offers much more than merely being a war torn, volatile, unstable region as characteristically depicted in the mainstream media which has so often failed to recognise its promising trade and investment benefits for countries like Australia in an increasingly globalised world where the search for and proactive engagement with



(Left to Right) Ms Dianne Tipping, Mr Michael Rizk, Mr Jim Harrowell AM, and Dr Gleuto Serafim.

previously inaccessible, unappreciated markets has sparked a lucrative diversification of bilateral business relationships which the ABSC Inc. seeks to develop in the implementation of its objectives. On another note, Dr Gleuto Serafim, an acclaimed businessman and entrepreneur, technologist and enterprise architect, public speaker, leadership trainer, human strategist, and published author, who is the current President of the Australia Brazil Business Council Inc. and Chairman and Founder of Ixonn Group, a holding company with several businesses focusing on Cyber Security solutions gave an in-depth elucidation of the possibilities that Australia offers to business investment and innovation as an economy that is increasingly diversifying into high-value, innovative and technologically complex

of international relations by the Australian Department of Foreign Affairs and Trade, Michael has also excellent knowledge of international relations through a close liaison at senior levels with the Australian Diplomatic and Consular Corps.

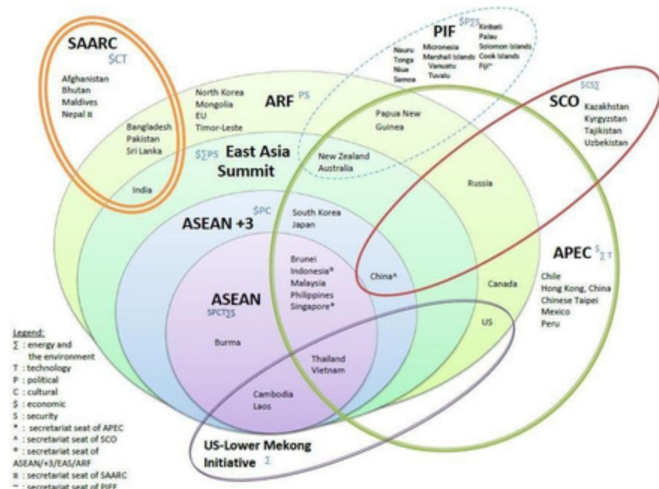
In conclusion, the ABSC Inc. president commended the outstanding leadership, successes and achievements within the Australian business community among the different industry types, foreshadowing the organisation’s comprehensive agenda for 2019 as well as its ongoing commitment to the promotion of a vigorous, competitive and sustainable economy in New South Wales and elsewhere through its extensive business links, support networks and wide-ranging influence.

## Global Strategic Management – The Asian Perspective

The spectacular emergence of Asia in the global economy in recent decades compels us to analyse and to understand the uniqueness of Asian businesses with their new or modified business models and formulation of business strategies as compared to mainstream, non-Asian perspectives of engaging in business ventures and relationships, especially on an international scale.

Asian multinational enterprises are notable for their rapid economic growth, technological improvements, and structural adaptations pursuant to an intrinsically globalised approach of expanding their bases of operations in host countries such as Australia, including research and development, production, logistics, Human Resources, and Marketing.

Indeed, Asian multinational enterprises are widely known to partake in intense networking and bridging or linkage activities to identify potentially lucrative opportunities and performance improvements abroad, drawing on their relative advantages over the abilities of their international competitors. While some Chinese mobile phone makers are inferior to world-class technologies or brands such as Nokia and Motorola, for example, their distinctive capabilities in savvy replication and imaginative packaging techniques have enabled them to dominate certain markets overseas.



Breaking into overseas markets, Asian multinational enterprises are prepared to absorb the blows of short-term losses in pursuance of their willingness and determination to remain present and proactive in host countries over an extensive period – to stay the course, so to speak. One significant means of ensuring their success in the long-term is to produce locally cheap

items or import low-cost made-in-China goods to these host countries to effectively constrain the domestic-based firms and industries to collaborate or counterpunch in price reductions.



Although Asian multinational enterprises possess and leverage abundant – albeit not necessarily cutting edge – technological and managerial resources to penetrate overseas lucrative markets and locations, some notable challenges to their operational efficiency and competitiveness are evident.

One problem relates to the nature of managerial resources themselves. Asian multinational enterprises have sometimes been deficient in high level English-speaking, internationally talented managers adept at interacting with their non-Asian counterparts, employees, and political operatives in host countries. Increasingly, Chinese multinational enterprises – more so than Korean and Japanese MNEs – are more inclined to appoint host country nationals to senior managerial positions as well as in consulting, financing, and legal representative capacities in overseas subsidiaries to assuage the fallout from miscommunication and unawareness of international norms and regulations.

Minus several exceptions, another problem is the comparatively weak branding capabilities of Asian multinational enterprises, which must therefore endeavour to develop world-class goods to successfully compete against their non-Asian competitors. Whereas manufacturing products for other businesses might be more attractive than pursuing an expensive branding program, Asian multinational enterprises are confronted with the strategic dilemma that these non-Asian businesses could decide not to renew their contractual obligations with their counterparts, leading to significant financial difficulties.

On the other hand, Asian multinational enterprises are performing well in major future growth sectors such as innovation management and services industries. As



global sustainable companies in the RobecoSam corporate sustainability assessment (CSA), these multinational enterprises will have to manage the expectations of both domestic and international markets in host countries, leveraging their expertise

and experience to remain innovative and competitive. Increasing demands for sustainability-related services would potentially drive these multinational enterprises' long-term commitment to sustainability.

## William Roberts Lawyers' Cyber Resilience Seminar



Dr Frank Alafaci (President, ABSC Inc.) and Mrs Sylvia Alafaci (Secretary, ABSC Inc.) attended Lockton Insurance and William Roberts Lawyers' Cyber Resilience Seminar in Sydney on 26th March 2019, including Mr Don Codling (the former Unit Chief of the FBI), Mr Phillimon Zongo (Head of Cyber Security & IT Risk, Crestone Wealth Management), Mr Robert Ishak (Principal, William Roberts Lawyers) and Mr Mark



Luckin (Lockton Insurance) who spoke at length about Cyber Resilience in identification, mitigation and transferring Cyber and privacy risks.

## MGSM Alumni Association Inaugural Global Event

Dr Frank Alafaci (President, ABSC Inc.) and Mr Vahe' Hamparian (Treasurer, ABSC Inc.) were among more than one hundred guests and former students of

Macquarie University who attended the Macquarie Graduate School of Management Inaugural Global Event at Griffith Hack Patent & Trade Mark Attorneys in North Sydney on 27th March 2019. Professor Robert Spillane enlivened the occasion as the keynote speaker, addressing the participants about his central role within the MGSM and the relationship between Management and Psychology. Professor Spillane joined Macquarie University in 1972 in the School of Behavioural Sciences, transferring to the MGSM in 1976 where he was appointed to a Chair in Management in 1990. From 1989 to 1991, Professor Spillane served as



the Dean of the MGSM. During his illustrious academic career, Professor Spillane also lectured at the London Business School, the University of New South Wales' Australian Graduate School of Management (AGSM), as well as the Centre for Working Life in Stockholm, and the ABCOR Institute in Germany. In 2006 Professor Spillane received the International Thomas S. Szasz Award from the Center for Independent Thought in New York for his contributions to the cause of human liberty. Professor Spillane's eleven books and over one hundred and thirty articles include: *Personality & Performance: Foundations for Managerial Psychology* (Sydney: UNSW Press, 2005); *The Management Contradiction* (Melbourne: Michelle Anderson Publishing, 2006); *An Eye for an I: Living Philosophy* (Melbourne: Michelle Anderson Publishing, 2007); and *Questionable Behaviour: Psychology's Undermining of Personal Responsibility* (Melbourne: Michelle Anderson Publishing, 2009).

# OUR CORPORATE MEMBERS

## Malaysia Airlines



Malaysia Airlines (MH) connects sixty-two destinations in twenty countries with a modern fleet of Airbus A380-800, A330-300, A330-200 and Boeing 737-800 aircraft, including extensive domestic and regional coverage across Malaysia. No other Malaysian carrier offers a comparable domestic, regional or global network solution when thinking about travel to, from and within Malaysia for the business traveller.

Malaysia Airlines understands the importance of a global footprint, being a member of the world's premier global alliance – Oneworld. Through this partnership the airline seamlessly connects our network with that of other Oneworld partners. Key to

the corporate proposition here is Malaysia Airlines' relationship with Oneworld partner Qantas and the access provided across domestic and regional Australian routes. Qantas' frequent flyers and business travellers also earn status credits and points for travel on MH operated services while continuing to enjoy the industry leading lounge facilities of Qantas across Australia.

For more information on our products, please visit the website at [malaysiaairlines.com](http://malaysiaairlines.com). or, alternatively, contact Nansi Gidiess (Corporate Accounts Manager) at [nansi.gidiess@malaysiaairlines.com](mailto:nansi.gidiess@malaysiaairlines.com)

## Alliance Project Group



As a dynamic client-focused organisation, Alliance Project Group is committed to delivering a wide range of design and building services and innovative project solutions.

Our industry knowledge and experience allows us to provide effective solutions for design, construction and cost planning across a diverse range of projects.

We pride ourselves on our provision of turnkey project services which draw upon an eclectic and thorough

understanding of various development models, construction methods and project deliverables for an extensive range of sectors.

For more information on our services, please visit the website at [www.allianceprojectgroup.com.au](http://www.allianceprojectgroup.com.au) or, alternatively, contact Rouad El Ayoubi (Founding Director) at [info@allianceprojectgroup.com.au](mailto:info@allianceprojectgroup.com.au)

## Swan Wine Group



Swan Wine Group is committed to producing definite Australian fine wine and sharing it with the world. Our logo of a swan holding a bunch of grapes in her beak represents our style and values – elegance, dignity and smoothness.

We are an innovative and entrepreneurial wine company, offering eight different wine brands from southeastern wines to regional Barossa wines, with an annual turnover of about AUD\$2 million and twenty hectares of vineyards.

Our marvelous wines are great value for money and exquisite on the palate, combining traditional Sino

customs with a typically western character, which has propelled us to become one of the top ten wine brands and exporters of wine to China, and among the best selling wineries in the international community.

For more information on our wine catalogue, please visit the website at [www.swanwinegroup.com](http://www.swanwinegroup.com) or, alternatively, email Wendy Mao (Chief Operating Officer) at [wendy@swanwinegroup.com](mailto:wendy@swanwinegroup.com).

## Rex Opal Pty Ltd



Rex Opal Pty Ltd is a Sydney-based international firm that wholesales and exports Australian opals to the world, specialising in the prized solid Boulder and Black Opal from Lightning Ridge and outback Queensland.

The firm's Director, Robson Wong, has a passion for Australian opals with over thirty years management and business experience in the opal industry. He has been frequently travelling to opal fields and cutting opals since 1988 and is considered one of the most experienced Gemologists in the Opal industry. This experience provides the opal market with reputation and the quality of Australian Boulder opals.

As one of Australia's best opal cutters, wholesalers and exporters, Rex Opal Pty Ltd regularly travels to remote mining areas throughout outback Queensland, directly sourcing gem quality roughs

and cutting the opal themselves in the firm's Sydney cutting factory.

Rex Opal Pty Ltd always has a wide variety and stock of opal available for viewing and buying. Our large selection ranges from low to medium-priced individual opal pieces, as well as matched Opal pairs and stunning, high-end pieces ranging from fine gem quality pieces through to commercial grade opals. Rex Opal Pty Ltd is actively promoting Australian Opals internationally in overseas markets including China, Japan, Europe and America. Through frequent trips and showcases in international jewellery shows in these countries, Rex Opal Pty Ltd is becoming known as one of the best firms in the Opal Industry. Please note that the new Rex Opal Pty Ltd website is under construction.



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