

Invest Brisbane

Invest Brisbane is the official inward investment agency for the city of Brisbane and is responsible for attracting, encouraging and retaining investment.

The agency forms part of Brisbane Marketing, the city's official economic development and tourism authority and plays a lead role in securing investment that will maximise the long-term economic prosperity and enhance the sustainable direction of Brisbane.



Invest Brisbane is the only capital city investment agency in Australia and has earned the coveted spot as the world's top "Investment Promotion Agency" by the London-based consultancy, GDP Global Development

What we do

Invest Brisbane drives economic growth by **promoting, attracting, and retaining** business investment in Brisbane.

Invest Brisbane **promotes** growth by addressing gaps in business through the development and management of strategic initiatives. These city-wide projects are critical to positioning Brisbane as a vibrant, confident and modern city for business investment.

The agency **attracts** business investment by connecting investors with an extensive network of local experts within the private and public sectors. The professional introduction and facilitation service assists companies in making the most efficient and viable entry into the Brisbane market, from transition to implementation.

As the market for business investment continues to be highly competitive and the added pressure of the global financial crises, Invest Brisbane is aggressively pursuing new emerging markets by developing bilateral relationships with target cities and countries. The new target markets include:

- Spain's infrastructure and energy industries
- Japan's food and beverage business
- UAE's construction and property development
- UK's ICT and creative industries

Invest Brisbane **retains** business investment by assisting local companies with significant expansion projects.

Where strong connections are necessary within the local, state or federal governments to progress complex expansions, the agency provides local companies critical links, expert advice and advocacy.

How we work

Invest Brisbane provides complimentary comprehensive and professional services, including:

- Needs analysis and business case
- Critical introductions in the private and public sectors
- Human resources and labour analysis
- Objective property solutions
- Expert advice from industry specialists
- Advice on economic initiatives and incentives
- Partnering to drive results
- Site visits to identify the most suitable locations in Brisbane
- Major project facilitation

Major sectors

Invest Brisbane helps to drive Brisbane's internationally competitive industries by proactively attracting investment in the following core areas:

- Food and Beverage
- ICT and Creative industries
- Advanced Manufacturing

- Life Sciences and Biotechnology
- Mining and Mining Technologies
- Tourism Infrastructure
- Logistics and Aviation

The agency works closely with companies to achieve commercial outcomes, whether attracting new investment or helping established companies expand.

Corporate Partnership Program

The unique Corporate Partnership program was established in 2002 to provide companies looking to set-up or expand in Brisbane. The objective of the partnership is to grow the Brisbane economy via the provision of expert local advice from our Corporate Partners, to companies who are considering investing in the Brisbane region.

This panel of experts is from a diverse network of professional services, from property development, legal, financial, universities and telecommunications to town planning, and local governments.

To complement the program, Invest Brisbane has forged bilateral relationships with international city and federal governments to showcase Brisbane's industry strengths to international investors.

Strategic initiatives

Seeking to further propel the city's growth, Invest Brisbane has committed to several key strategic

initiatives. These long-term initiatives and subsequent developments are designed to enhance and expand the economic infrastructure of the City.

The strategic initiatives are:

Regional Tourism Investment and Infrastructure Plan (RTIIP)

A visionary plan that aims to provide a direction for the sustainable development of tourism in the Brisbane region 2018.

Moreton Bay & Islands Tourism Infrastructure

A long-term program that seeks to investigate potential, and act as a catalyst, for future tourism related infrastructure in the Moreton Bay & Islands.

CBD Commercial Development

A whole-of-city approach to meeting Brisbane's growing visitor and new business demands through the development of world-class hotel accommodation and high-grade commercial office space.

www.investbrisbane.com.au

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