

MEDIA RELEASE



Monday, 24 October 2011

GLOBAL ELECTROTECHNICAL CONFERENCE CONVENES IN MELBOURNE - THE MAJOR EVENTS CAPITAL

The world's leading electrotechnical experts will be descending en masse in Melbourne this week to attend the International Electrotechnical Commission (IEC) General Meeting hosted by Standards Australia.

"This event is the world's most significant meeting of electrotechnical minds," said Colin Blair, Chief Executive Officer, Standards Australia.

The IEC General Meeting attracts over 1,300 members and accompanying persons from 70 countries across the globe to the event over a 12 day period from 19 October.

"The scale of this event is a significant boost for Melbourne's tourism, hospitality and events sector at a time when the high Australian dollar is being felt across the industry.

"Melbourne is not only a spectacular city, but also a leader in innovation, technology and its overall economic vitality; so it's very fitting that Melbourne should play host," Mr Blair said.

The IEC prepares and publishes international standards for electrical, electronic and related technologies – ranging from those aimed at household electrical appliances to industrial scale projects such as power plants.

IEC's international standards facilitate world trade by removing technical barriers to trade, leading to new markets and economic growth.

Melbourne follows recent host cities Seattle (2010) and Tel Aviv (2009). The IEC General Meeting was last held in Australia in Sydney in 1993.

"The high-calibre gathering comprises industry representatives, academics, regulators and other major stakeholders provides a platform for Melbourne to showcase itself to industry leaders from across the globe," Mr Blair concluded.

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