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Forum offers proven business opportunities

By Bryce Heard, Chairperson, BrightEconomy Advisory Board

Six new areas of opportunity for business growth in Rotorua will be outlined at the 2006 Rotorua Economic Opportunity Forum next Thursday.

Ten months of research and consultation have defined these areas of focus and established that each is sound and sustainable for Rotorua over the next two decades.

The Forum will give business people and investors the first opportunity to hear the results of the BrightEconomy Board's research and discuss how they can be developed to bring stronger economic growth, more businesses and employment and greater prosperity to Rotorua.

Business people who attend will also be given the opportunity to register for continuing updates as the Board and Destination Rotorua Economic Development conduct further research to prove up specific opportunities within each area of focus.

If you are looking to grow your business and achieve sustainable prosperity, this is an opportunity you cannot afford to miss.

The BrightEconomy economic growth plan to be presented at the Forum is soundly based in analysis of global, national and local drivers of change that will affect our economy over the next two decades.

Successful local business people on the Board have gathered the evidence and concluded that our six opportunity areas, combined with the existing strong economic areas of farming, tourism and forestry and wood processing, offer real prospects of sustainable business and economic growth for Rotorua.

The Board has also identified two key "gamebreakers" that we must get right to support strong development.

There is still time to register for this free Forum, on-line at www.rotorua-business.com or by phoning Destination Rotorua Economic Development at 348-4199.