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**Economic Forum nine days away**

***By Bryce Heard, Chairman, BrightEconomy Advisory Board***

The 2006 Rotorua Economic Opportunities Forum is now only nine days away, and business people who have registered to attend are choosing which workshop they will attend.

The six workshops at the Forum will allow business people to zero in on an area of opportunity that interests them and could offer real growth opportunities for their businesses.

Each area of opportunity has been identified by extensive research and consultation as an area where Rotorua has a real opportunity to develop profitable and sustainable enterprises over the next two decades.

Each area responds to global and national drivers of change that will change the way people think and behave, and then builds on real and sustainable natural advantages that Rotorua enjoys.

At the Forum, the Board will explain how we arrived at each opportunity area, and we will outline the work that is going on now to gather evidence and information to guide more detailed decisions, and to build the support networks needed to help new enterprises to survive and thrive.

Those who attend the Forum will also be offered the opportunity to tap into the work that is being done now to support commercial decisions that could make a big difference to Rotorua businesses and the community.

If you have not already registered for the Forum at the Convention Centre on 10 August, you can still attend by registering via [www.rotorua-business.com](http://www.rotorua-business.com), emailing [info@rotorua-business.com](mailto:info@rotorua-business.com) or calling Destination Rotorua Economic Development on 348-4199.