



News Release

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Rotorua Economic Forum to take '*BrightEconomy*' strategy forward

Rotorua 06.05.05: "Why not live, work, invest and do business where the rest of the world comes to play?" That's the catch phrase of Mark Rawson, General Manager of Destination Rotorua Economic Development, and it's the basis of Rotorua's 'BrightEconomy' strategy.

"It's about creating a thriving, engaged and fulfilled community, enjoying the benefits from sustainable and on-going wealth creation," says Mr Rawson. "And I'm pleased to announce the Rotorua Economic Forum 2005 is to be held on Friday 27 May at the Grand Tiara Hotel.

"Interesting speakers and informative workshops will make the Economic Forum a must to attend. It's about working together toward achieving a bright economy for Rotorua. The forum provides an opportunity for business people, stakeholders and employees to gain an insight into the Rotorua Bright Economy project and an involvement with the future economic development of the Rotorua district".

Mr Rawson said the forum will also identify the highest priorities for implementation from the BrightEconomy Strategy and launch a call for expressions of interest for members of an advisory board to be established to implement the strategy.

The forum is to be limited to the first 150 registered participants and registration can be made online at www.rotorua-business.com.

The Rotorua Economic Forum 2005 runs from 12 noon to 6.00 pm on Friday 27 May at the Grand Tiara Hotel in Rotorua.

For more information contact:

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