

# NORTH QUEENSLAND



## Vic O'Keefe

Principal Trade & Investment Officer (TradeStart Adviser)

Vic hails from the Canterbury Plains, one of New Zealand's prime agriculture regions.

He holds a Bachelor of Business, majoring in Agribusiness from the University of Queensland.

Having lived in regional Queensland for the majority of his working career, Vic has a solid understanding of the business environment and is well connected to industry and allied service agencies.

Vic has 15 years' experience working with businesses in North Queensland on product and domestic/export market development projects. Vic's recent focus has been on profiling the North Queensland region's export businesses through Trade & Investment Queensland (TIQ) and Austrade overseas office networks. He has experience in project management in the horticulture, livestock industries and investment attraction sector and has overseas experience working in Japan, New Zealand, South East Asia and the Pacific Islands.

Townsville is a significant export hub for goods (both primary and processed) to many parts of the globe. The region is also well recognised for its expertise in exports of professional services, particularly expertise in tropical environments

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