



# CENTRE FOR INTERNATIONAL TRADE AND BUSINESS IN ASIA (CITBA)

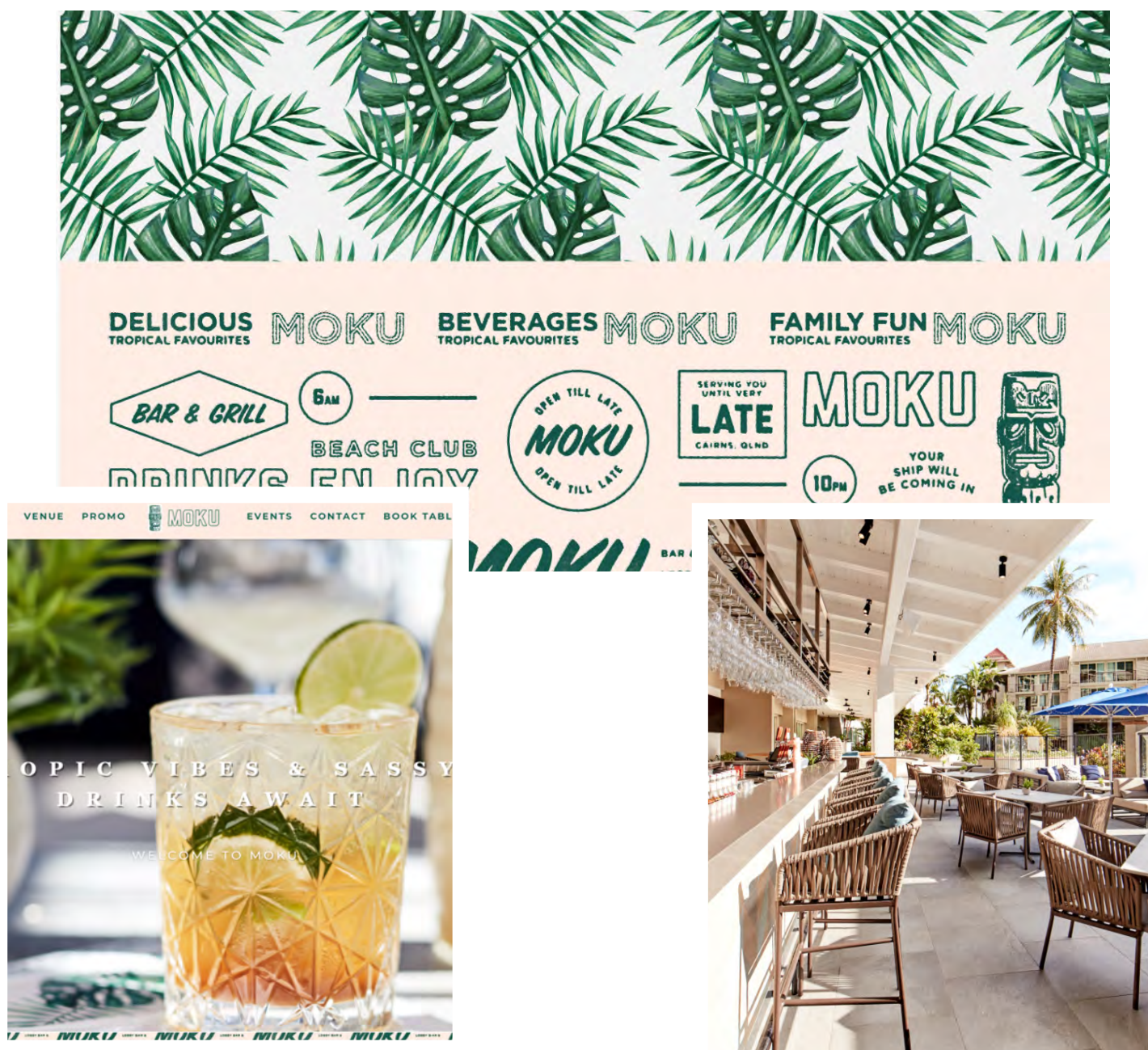
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A PLACE FOR PROGRESSIVE AND  
FORWARD-THINKING INNOVATIVE  
RESEARCH

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## BEMAS CONFERENCE DINNER

We are excited to advise that this year the conference dinner will be held at MOKU Bar and restaurant located within NOVOTEL CAIRNS OASIS RESORT. Our keynote delegates will receive one complimentary dinner ticket and a complimentary welcome drink.

Other delegate types can purchase a dinner ticket that includes one complimentary welcome drink (house beer, wine, soft drink or juice). Our registration Chair, Ms Diana Castorina, will be in touch with our participants shortly regarding collecting RSVP for the conference dinner.

# UNDERLYING FACTORS BEHIND THE RISE OF CAIRNS AS A FIRST WORLD TROPICAL CITY

BILL CUMMINGS

In the early post-war period, the economy of the region was almost entirely based on a protected sugar industry that had grown steadily over the years. But how has the economy and its main drivers evolved ever since? In this presentation, Bill Cummings-Principal at Cummings Economics will identify the underlying factors behind Cairns growth to pass seven other Australian regional to become a hub in northern Australia.

CUMMINGS ECONOMICS



The first thing to understand is that Cairns' primary economic role is that of being a hub city servicing a region 1½ times the size of Victoria, as large in area as the British Isles and almost as large as California.

In this presentation Bill Cummings, Principal - Cummings Economics, outlines the basic underlying factors behind the city's growth to pass seven other Australian regional cities in size since 1976 to become the hub (capital) city of northern Australia's most populous region and one of the largest in regional Australia

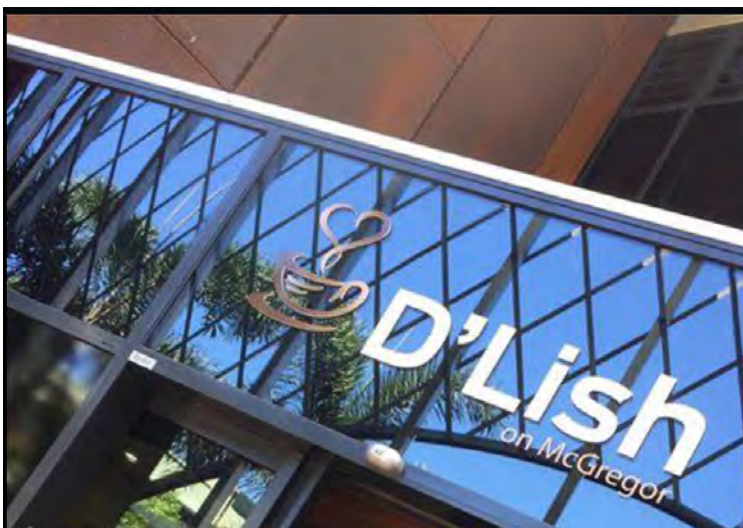


# BEMAS PULL-UP BANNER

This new banner is designed by the JCU design team, it is being printed and will be erected at the venue on the day of the conference.

In Cairns, room D003-054 at the Cairns Institute had been booked to allow for in-person participation. Under COVID restrictions, the maximum room capacity is 90.

We are watching the COVID situation closely, and the conference fully adheres to all Queensland Health and Australian Government social distancing guidelines.



Catering will be provided to all participants on 2 July. Morning and afternoon tea will be provided by D'Lish on McGregor. Light lunch will be offered through Stratford Deli.



BEMAS Presentation Guideline was emailed to all participants on Thursday, 27 May. The front cover of the document is attached above.

Conference program will be released around 12 June



20 May 2021, Thursday | 5-6 pm

## CITBA Webinar Series: Tracing the Evolution of China's Digital Economy – Past, Present and Future

PROFESSOR ALAIN YEE LOONG  
CHONG



Professor Alain Yee Loong Chong is a Professor in Information Systems and Dean of Graduate School and Global Engagement at the University of Nottingham Ningbo China. He obtained his PhDs from the University of Nottingham and Multimedia University Malaysia and was a postdoctoral research fellow at Hong Kong Polytechnic University. His current research interests include social media analytics, digital transformations and mobile computing.

His work has appeared in the Journal of the Association for Information Systems, Information & Management, Decision Support Systems, Transportations Research Part B: Methodological, Annals of Operations Research, International Journal of Operations and Production Management and Information Systems Frontier, among other journals. He now serves as the Co-Editor of Industrial Management & Data Systems, Senior Editor of Decision Support Systems and Associate Editor of Information & Management.