



The Hon Barry O'Farrell MP

Premier of NSW

Minister for Western Sydney

MEDIA RELEASE

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PROMOTING AUSTRALIA'S MAJOR EVENTS CAPITAL DURING THE AFC ASIAN CUP 2015

NSW Premier Barry O'Farrell has welcomed the launch of Match Australia, an initiative designed to highlight Australian business and investment opportunities during the AFC Asian Cup 2015.

The launch of the Austrade International Business Program has been launched ahead of tonight's AFC Asian Cup 2015 draw at the Sydney Opera House.

Mr O'Farrell said Match Australia would help promote NSW to the region as a place that welcomes investment, tourism and trade opportunities.

"The AFC Asian Cup is the jewel in the crown of Asian football and will bring some of the world's best players and an estimated 45,000 international visitors to the state – a huge boost to jobs, tourism, trade and investment to NSW," Mr O'Farrell said.

"The Asian Cup is another example of how the NSW Government is delivering on a commitment to make NSW the major events capital of Australia.

"With a potential television audience of more than 2.5 billion across Asia, we see Asian Cup event as a major opportunity to show the region that NSW is open for business and a great place to invest.

"The NSW Government looks forward to hosting some of the region's key business people through the Match Australia initiative.

"The Asian Cup is the biggest sporting event in Asia and the Match Australia initiative will bring the business community and investors together to network and explore new opportunities," Mr O'Farrell said.

The AFC Asian Cup 2015 draw is due to take place at 7pm tonight at the Sydney Opera House. The tournament will take place from 9 January to 31 January 2015.

AFC Asian Cup matches in NSW will be held in Sydney and Newcastle.