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Dr Anna Lavelle
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Dear Dr Lavelle *Anna*

INTANGIBLE BENEFITS OF BUSINESS EVENTS

Thank you for your letter dated 12 January 2010 sharing the interesting results of the Business Events Intangibles Study covering the AusBiotech Conference 2009 participants.

The Victorian Government is very proud of its tourism and events record, and we recognise the importance of Victoria's facilities and support services in ensuring the success of meetings like AusBiotech. Gatherings like yours make a valuable contribution to our rapid growth in biotechnology and other important industry sectors.

I wish you all the best for 2010, and look forward to hearing another good report from the next conference.

Yours sincerely

John Brumby
HON JOHN BRUMBY MP
Premier of Victoria

