

28 May 2021

BESydney welcomes new Board Director and further strengthens global network

BESydney has welcomed a new Independent Director, Jason Collins, to the strategic event bidding organisation's Board.

Announcing the appointment, BESydney Chair The Hon. Bruce Baird AM, said: "We underwent a thorough due diligence process before selecting Jason to join our Board, as we farewelled outgoing Director Bran Black.

"Jason adds tremendous value to our organisation in the incredibly competitive international bidding environment, with strong government and trade global connectivity, particularly within Europe."

As Chief Executive Officer of the European Australian Business Council since 2007, Mr Collins leads the Council's work in promoting trade and investment between Australia and one of the world's largest economies – engaging companies, government, and other stakeholders.

Mr Collins is also the elected Chair of the European Business Organisations Worldwide, a peak Brussels-headquartered association of European business organisations, chambers of commerce, and other organisations across Africa, the Americas, Asia, Europe and Oceania. He is also a Director of Matrix Corporate Marketing, and is Deputy Chair of the Australia Youth Trust.

The Board appointment commenced on 1 June 2021 and is for a three-year term.

Mr Collins said: "I am delighted to join a team of world-class experts promoting Sydney as one of the world's leading destinations for business events, and a major capital in the strategically important Asia-Pacific region. BESydney has an outstanding reputation and record of performance in showcasing the amazing opportunities and attractions that Sydney has to offer."

Mr Baird AM added: "I would like to thank Bran for his tenure at BESydney. He helped us secure some of the world's leading international business events – events that showcase Australia's best practice and drive global economic and social agendas."

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[Image: Jason Collins, Independent Director, BESydney](#)

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About BESydney: *BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, the City of Sydney and industry.*