

## Six new global ambassadors to sell Sydney to the world

[Event imagery can be accessed here](#)

A FORMER South Australian Premier and one of Australia's leading technology policy voices are among six new Global Ambassadors appointed by Business Events Sydney (BESydney) to sharpen the city's push to attract the most prestigious international business events.

The Hon. Steven Marshall AO and inaugural Tech Council CEO Kate Pounder were last night inducted into the BESydney Global Ambassador program at a gala dinner at The Cutaway, Barangaroo. They were joined by:

- Prof. Longbing Cao, Distinguished Chair in AI and Director of the Frontier AI Research Centre, Macquarie University
- Kim McKay AO, Director and CEO, Australian Museum
- Prof. Aaron Quigley, Dean of the College of Systems and Society, Australian National University
- Distinguished Prof. George Williams AO, Vice-Chancellor and President, Western Sydney University.

NSW Premier the Hon. Chris Minns MP, Patron of BESydney's Global Ambassador program, said business events are an important pillar of the state's visitor economy.

"Sydney is Australia's global city and NSW is positioned to dominate Australia's business events sector.

"The Global Ambassador program plays an important role in securing major conferences and meetings to position New South Wales as the global business events hub that it is.

"The calibre and global standing of our ambassadors will help BESydney and the NSW economy unlock the benefits of attracting even more major business events to our great city."

Over the last 12 months, BESydney, the not-for-profit organisation dedicated to helping Sydney secure major international business events, has won 102 events worth an estimated \$340 million in direct expenditure into the NSW economy. This is an increase of 45% on the previous year – an all-time financial record for the business.

Amanda Lampe, CEO of BESydney, said the Global Ambassador program is critical to helping

Australia win events that drive innovation, industry development, international partnerships and prosperity.

Ms Lampe seized on a report released last month by the International Events Industry Council and Oxford Economics to highlight the capacity of business events to deliver significant economic growth to the state of NSW.

“The report articulates that business events are a key economic driver. It found that in 2025, business events generated US\$1.8 trillion of total GDP globally.

“This is comparable to the global pharmaceutical industry and slightly smaller than Australia’s GDP — it’s a huge opportunity that BESydney, its Global Ambassadors and partners are committed to seizing.”

Adam Mather-Brown, ICC Sydney CEO, highlighted the role of partnerships in delivering international events that support Sydney’s position as a leading business events destination.

“ICC Sydney has built a powerful partnership with BESydney to attract the brightest minds from around the world to organise events and welcome visitors to Sydney every year.”

“It is a great honour to welcome BESydney’s Global Ambassadors at the first business event held at The Cutaway in Barangaroo, a spectacular new destination that will undoubtedly enable Sydney to attract even more high-profile events over the years to come.”

**- Ends-**

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## **About Business Events Sydney (BESydney)**

Business Events Sydney (BESydney) is the strategic organisation responsible for securing international business events for Sydney and New South Wales. Working with government, industry, academia and global networks, BESydney connects international associations and corporate organisations with local expertise to deliver events that create long-term economic, industry and social impact.