



# Finance & Investment Exhibition X Media kit



澳|房|大|全  
Encyclopedia of Australian Property



每日地产  
ozreal

2023.SEP.30(SAT) - OCT.1(SUN)  
Sydney Chatswood Concourse

Sydney



# 1

**ONE**

Introduction



# 2

**TWO**

Past Event  
Highlight



# 3

**THREE**

Exhibition  
Info



# 4

**FOUR**

Sponsorship



01

# Introduction

# ABOUT FIE

THE MOST  
PROFESSIONAL  
FINANCE EXHIBITION  
IN AUSTRALIA

“

This Exhibition is organized by two of the most well-known Financial investment / real estate media platforms in Australia — Encyclopedia of Australian Property & Ozreal.

As the first large-scale event in 2022, the ambition of FIE is “Deliver the most authentic voice of the Financial Investment / Property Industry to every local community” in Sydney, Melbourne, and Brisbane.

It is the most timely and direct channel for local communities to access latest information about finance and investment. It is also the most effective channel for business campaigns.





# WHO

## THE ORGANIZERS

2

Famous Media  
Platforms

100+

Event  
organizing  
experience

70000+

Wechat  
Follower

30000+

Views  
per week

**Encyclopedia of Australian Property** founded in 2014, it has grown into Australia's most influential and reputable property idea-sharing and service organization. Two professional books on Australian properties "The Stories About Australian Property" and "Guidebook of Australian First Home Buyer" have been published, which became must-reads for Australian property buyers.

**Ozreal** was established in 2017 and focuses on the delivery of timely and professional real estate information and policy interpretation. Online, Ozreal's WeChat public account and website subscribers form a highly targeted audience of property buyers, real estate investment enthusiasts, and industry professionals. Offline, it has held series of lectures, forums, and etc.

As the best partner, EAP and Ozreal has organized more than 40 events over 2 years in Sydney, Brisbane, Melbourne and China, accumulated substantial experience and reputation.

The background of the slide is a dark, low-key photograph of an exhibition or event. In the foreground, a woman is seen from the side, looking at a large, open book or portfolio. Other people are visible in the background, some looking at displays. The overall atmosphere is professional and focused.

# WHY

YOUR REASON TO CHOOSE FIE

## Leading Position

The first large-scale exhibition created by two professional media platform in 2021

## Market Appeal

1000 - 1500+ serious local investors would attend the 2-day exhibition

300,000+ people will be reach by media exposure

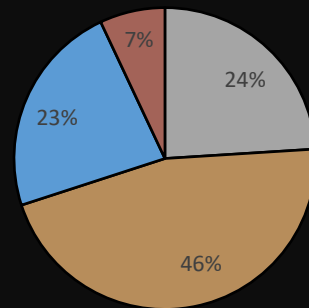
## Broad Experience

100+ events organized experience in recent years.

# WHERE

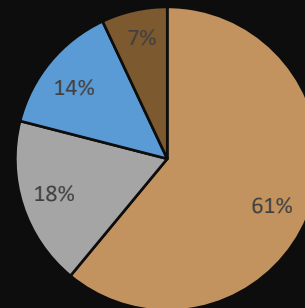
## BACKGROUND OF THE VISITORS

MATURE INVESTOR



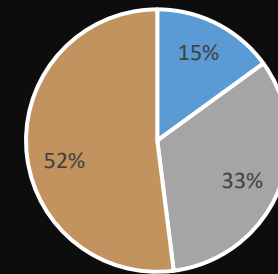
- 25-35
- 35-45 years old
- 45-55 years old
- Over 55 years old

BRILLIANT CUSTOMER GROUP



- North Shore
- East
- Inner West
- Others

STABLE FAMILY INCOME



- Under \$100,000
- \$100,000 - \$200,000
- Over \$200,000

\*The data based on market research

# 02

## Past Event Highlights

✕ 悉尼Burwood站 | 悉尼Hurstville站 | 悉尼West Ryde站 | 悉尼Chatswood站 | 墨尔本Box Hill站 | 悉尼Castle Hill站 | 悉尼Green Square站

✕ 悉尼Paramatta站 | 悉尼Rhodes站 | 布里斯本SunnyBank站 | 墨尔本Boxhill Town Hall站

✕ 深圳站 Shenzhen | 广州站 Guangzhou | 北京站 Beijing | 上海站 Shanghai



# Finance & Investment Exhibition

PART.01



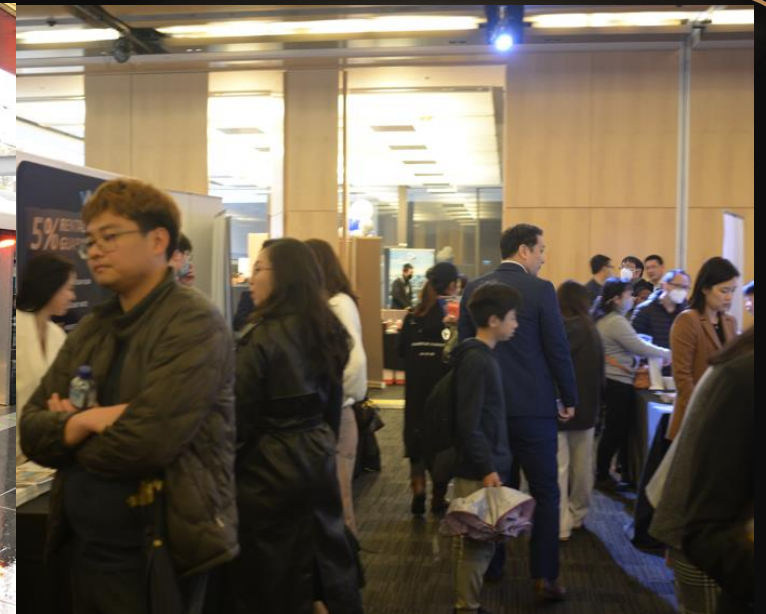
Australia's No.1 large-scale  
property & finance Expo



# Past Event Highlights

Finance & Investment Exhibition Sydney 2022

Sep 3 and 4, 2022





# Past Event Highlights

## Finance & Investment Exhibition Sydney 2022

Sep 3 and 4, 2022



Finance &  
Investment Expo  
金融投资博览会

2022  
Sydney  
Chatswood

Organizer



Co-organizer



澳大利亚华人房产建筑协会  
Australian Chinese Building Association Incorporated INC 1401294

Diamond Sponsor



长江换汇  
Changjiang Currency Exchange



Livestream Partner



Exhibitors



Strategic Partners



# Past Event Highlights

## Finance & Investment Exhibition Sydney 2022

Sep 3 and 4, 2022



### 浅谈房地产项目基金的设立与投资

Penny He  
N1 HOLDINGS

现任N1 Holdings Limited首席执行官兼行政董事，同时也是澳洲上市公司金融秘书兼特人。Penny拥有会计硕士学位，同时也是一位注册会计师和精熟税务代理。在会计、税务、金融和信贷领域具有超过15年的经验。



Chatswood Concourse  
2022.09.04 14:30-15:00



### 自雇人士贷款“一”点也不难 只需“一”封会计信

Cara Wu  
澳华信贷

◆ 超过7年信贷行业从业经验。  
◆ 澳华信贷Chatswood分公司负责人。  
◆ 房产、商业信贷专家。  
◆ 为各类客户解决贷款问题，成交量过亿。



Chatswood Concourse  
2022.09.03 14:00-14:30



### 大变局中， 明年房价都是胡扯

HomeOn老吴  
Homeon查房

◆ 买房服务网站HomeOn创始人  
◆ AI房价计算主要发明人  
◆ 小红书博主  
◆ 房产数据领域狂



Chatswood Concourse  
2022.09.03 11:00-11:30



### 带你了解堪培拉房市 ——现状与投资分析

Ruben Zhao  
VPI Canberra大区经理

地产与建筑、开发行业从业10年，擅长房地产开发、买卖、商业、投资，致力为客户提供优质的投资建议。凭借丰富的经验和负责的态度，深入了解客户需求，为客户提供全方位的支持。



Chatswood Concourse  
2022.09.04 12:00-12:30



### 房产投资？不要 忽略税务！

Vera Liu  
VL TAX

◆ 澳洲地产投资税务专家  
◆ 澳洲CPA注册会计师，FCPA  
◆ 澳洲注册税务代理  
◆ 澳洲注册税务师代理  
◆ 超过20年的税务从业经历，所带领的团队拥有专业的专业经验，为客户提供会计、税务、金融和房产投资解决方案，通过量身定制客户利益最大化。



Chatswood Concourse  
2022.09.03 12:00-12:30



### 提升“房商” 创6位数澳元年收益

何文超

澳房俱乐部 Aofang Club

◆ 2016年房产投资大赛总冠军  
◆ 房产投资私人教练与导师  
◆ 澳洲房产投资人与开发商  
◆ 澳房俱乐部有限公司投资经理  
◆ 澳洲大拿“致富实践”专栏作者



Chatswood Concourse  
2022.09.04 11:00-11:30



### Decode本土基金 获取稳定收益的解决方案

Colin Wei  
Decode

◆ 在投资、金融市场、财富管理行业有17年的经验。  
◆ 曾任澳大利亚一家对冲基金的基金经理，负责全球资本市场投资决策和风险控制。  
◆ 曾任大型上市券商的首席金融市场分析。  
◆ 为全球数以千计的私募基金和办公室提供投资建议，并实现预期的财富增长。  
◆ 应邀在澳大利亚和中国的主要投资媒体、专业投资杂志和大学担任演讲嘉宾。拥有澳大利亚的大学的经济学和应用金融学双硕士学位。



Chatswood Concourse  
2022.09.04 11:30-12:00



### 生存还是生活 把你的房子变成家 future of living

Joyce  
BYTON REALTY CEO

外甥内家的女主人，秉持着低负债人高净值的经营理念，一手创办相融地产集团，目标最真实的让顾客从房产投资中获利，更多套房子没什么可炫耀的，帮客户赚了多少钱才是她地产销售生涯的资本。



Chatswood Concourse  
2022.09.03 14:30-15:00



### 当下投资如何选择 优质物业

Oscar Mao  
Trio Property Agency  
创始人

从开发商营销管理到中介服务，Oscar非常熟悉双方的诉求从而做到很好的平衡。

成功参与过销售悉尼的一些地标项目并且拥有个别地区最高的公寓销售记录。



Chatswood Concourse  
2022.09.03 11:30-12:00



### 资产管理并非以躲避风险为原则 而是如何在风险中寻找机会

Will Yuan  
MAX ALPHA 海阔创投  
私人客户总监 市场部总监

◆ 曾任国际投资银行澳洲财富管理副总监  
◆ 专注于分散化投资策略，市场营销策略  
◆ 澳洲高端汽车平台联合创始人  
◆ 在高速增长客户投资领域拥有超过12年从业经验



Chatswood Concourse  
2022.09.03 15:00-15:30



### 视频时代： 必备技能与策略

Andy澳骄哥  
AJ Studio

◆ 澳洲本土10年自媒体，近5年视频剪辑经验  
◆ 全网230万+粉丝，累积50亿流量  
◆ 为众多客户成功打造100万+爆款作品  
◆ 擅长短视频，源自实战  
◆ 抖音 小红书 视频号 快手 @澳骄哥



Chatswood Concourse  
2022.09.04 15:00-15:30



# Past Event Highlights

## Finance & Investment Exhibition Sydney 2021

June 5 and 6, 2021





# Past Event Highlights

## Finance & Investment Exhibition Sydney 2021

June 5 and 6, 2021



# Past Event Highlights

## Finance & Investment Exhibition Sydney 2021

June 5 and 6, 2021





# Past Event Highlights

## Finance & Investment Exhibition Sydney 2021

June 5 and 6, 2021



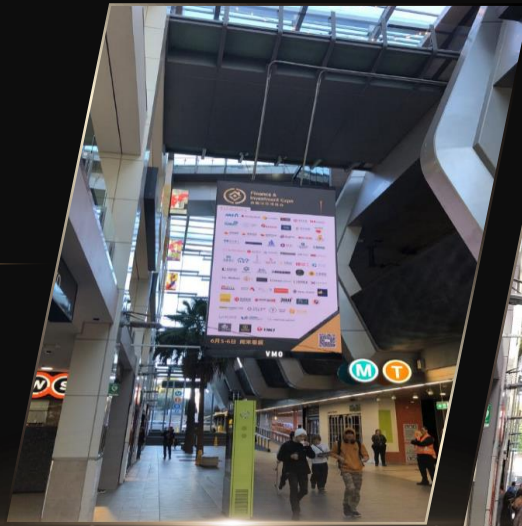


# Past Event Highlights

## Finance & Investment Exhibition Sydney 2021

June 5 and 6, 2021

## Media & Publicity



# Past Event Highlights

## Finance & Investment Exhibition Sydney 2021

June 5 and 6, 2021

## Media & Publicity



悉尼活动 | 6月悉尼房产投资展览会提前播报  
在Chatswood路上看到了房产投资展览的海报、最近两个月被这个金融投资博览会刷屏了、经常看到多家华人媒体在发、身为一个商科人忍

6月5-6日  
抽奖  
礼品



悉尼房产 | !!又可以交流又有礼物拿看这里  
前天去吉林人家恰好处的時候 在火车站看到了一个巨大的牌 上面说有个金融投资展览会





# Past Event Highlights

## Finance & Investment Exhibition Sydney 2021

June 5 and 6, 2021

### Media Support



# Past Event Highlights

## Finance & Investment Exhibition Sydney 2021

June 5 and 6, 2021

### Seminar Poster

**Finance & Investment Expo**  
金融投资博览会

**北区名校：公校私校如何选择？  
男校女校还是混校好？**

**Maggie Yang**  
TCA

—  
TCA Managing Director  
澳洲择校资深顾问，服务  
百余家庭  
—以学生个体为基本提供符  
合孩子发展的建议



**Chatswood Concourse**  
2021.06.05 10:30-11:00



**Finance & Investment Expo**  
金融投资博览会

**又没赶上房市抄底？  
别慌，更好的机会在这里！**

**Tonny Yu**  
AETOS

—  
1991年进入金融行业，  
1993年涉足资本市场，  
拥有丰富金融行业背景和  
一线外汇、股票交易经验，  
曾任中国银行外汇交易员，  
以及多家媒体平台的撰稿人，  
擅长基本面分析。



**Chatswood Concourse**  
2021.06.05 11:00-11:30  
2021.06.06 15:00-15:30



**Finance & Investment Expo**  
金融投资博览会

**高通通胀的时代，  
买家们该何去何从？**

**吴哥**  
Leading Capital

—  
土地银行首席专家  
在土地银行从业10年  
以专业知识和经验帮助客户



**Chatswood Concourse**  
2021.06.06 11:00-12:00



**Finance & Investment Expo**  
金融投资博览会

**谈一谈银行预批  
和贷款经理的重要性**

**Jason Xu**  
ANZ

—  
ANZ Chatswood  
Branch Manager -  
a passionate and  
experienced lender  
and people  
Manager.



**Chatswood Concourse**  
2021.06.06 12:00-12:20



**Finance & Investment Expo**  
金融投资博览会

**手把手教你房产投资的艺术**

**Joseph Chou**  
(周华)

—  
Founder & CEO, InvestHub

—  
InvestHub  
是澳洲最大的房产投资平台，由  
一群专业的房产投资者、地产  
经纪、会计师、律师、银行家  
等组成，为投资者提供全方位  
的服务，包括市场分析、项目  
筛选、尽职调查、融资、法律  
咨询等，帮助投资者实现房产  
投资目标。



**Chatswood Concourse**  
2021.06.06 14:00-14:30



**Finance & Investment Expo**  
金融投资博览会

**房价高企，  
不得不提的投资项目**

**Eileen**  
NOVOX

—  
诺沃信金融服务公司创始人，诺沃  
信金融服务公司是澳洲最大的  
房产投资平台，由一群专业的  
房产投资者、地产经纪、会计师、  
律师、银行家等组成，为投资者  
提供全方位的服务，包括市场分析、  
项目筛选、尽职调查、融资、法律  
咨询等，帮助投资者实现房产投资  
目标。



**Chatswood Concourse**  
2021.06.06 14:30-15:00



**Finance & Investment Expo**  
金融投资博览会

**house and land 半小型开发  
如何选择土地和建筑商  
来提高自己的利润**

**Joyce**  
BYTON REALTY

—  
半小型开发项目负责人，拥有  
10年以上经验，曾负责多个  
项目，一手包办从拿地到开发  
的全过程，包括市场分析、项目  
筛选、尽职调查、融资、法律  
咨询等，帮助投资者实现房产  
投资目标。



**Chatswood Concourse**  
2021.06.06 15:00-15:30



**Finance & Investment Expo**  
金融投资博览会


**The importance of choosing  
the right builder**

**Michael Zomaya**  
TREND CONNECTION

—  
Director of Trend Connection  
Home, largest Home & Land  
Builder in NSW, 20 years  
experience as General  
Manager of Hualian  
Home, Director of  
Industrial Engineering &  
Modern Engineering  
Services, Hualian, HEC  
Understanding Construction  
Board Member



**Chatswood Concourse**  
2021.06.06 15:30-16:00



**Finance & Investment Expo**  
金融投资博览会

**会计角度看房贷**

**Penny He**  
NL HOLDINGS

—  
NL Holdings Limited  
Finance Director & General  
Manager, Penny He  
拥有10年以上会计经验，  
曾担任多家上市公司的  
财务总监，对房贷业务有  
深入的了解，能够帮助投资者  
从会计角度分析房贷的利弊。



**Chatswood Concourse**  
2021.06.06 11:00-11:30



**Finance & Investment Expo**  
金融投资博览会

**十余年土地开发辉煌战绩背后  
资深投资者具备什么投资嗅觉**

**Adam 简**  
LINDEN WISE

—  
资深地产开发人，  
Linden Wise地产开发人，  
拥有10年以上土地开发经验，  
曾负责多个大型地产开发项目，  
包括住宅、商业、工业等，  
对土地开发市场有深入的了解，  
能够帮助投资者分析土地开发的  
风险和回报。



**Chatswood Concourse**  
2021.06.06 11:30-12:00



**Finance & Investment Expo**  
金融投资博览会

**房屋贷款，  
为什么要选CBA？**

**Alex Wu**  
CBA

—  
CBA Home Lending  
Executive  
2011 & 2016 Best Mobile  
Banker of The Year  
CBA 2017 Best Award Winner



**Chatswood Concourse**  
2021.06.06 12:00-12:30



**Finance & Investment Expo**  
金融投资博览会

**非银行贷款机构  
低利率时代，投资者的新机遇**

**Sendy Zhang**  
Infinity Capital  
& IC home loans

—  
Infinity Capital (无限资本)  
& IC Home Loans 是澳洲最大的  
非银行贷款机构，由一群专业的  
房产投资者、地产经纪、会计师、  
律师、银行家等组成，为投资者  
提供全方位的服务，包括市场分析、  
项目筛选、尽职调查、融资、法律  
咨询等，帮助投资者实现房产  
投资目标。



**Chatswood Concourse**  
2021.06.06 14:00-14:30



**Finance & Investment Expo**  
金融投资博览会

**抢房时刻，贷款  
不允许掉链子！**

**Licole Yao**  
源华信

—  
Licole Yao 是源华信公司的  
创始人，拥有10年以上房产  
投资经验，曾负责多个大型  
房产投资项目，对抢房市场有  
深入的了解，能够帮助投资者  
分析抢房的风险和回报。



**Chatswood Concourse**  
2021.06.06 14:30-15:00



**Finance & Investment Expo**  
金融投资博览会

**华人只有跳出华人自己的圈子  
才能在澳房路上走得更好更远。**

**大悟**

—  
Source: 澳洲最大的华人房产  
平台，拥有10年以上房产  
投资经验，曾负责多个大型  
房产投资项目，对澳房市场有  
深入的了解，能够帮助投资者  
分析澳房的风险和回报。



**Chatswood Concourse**  
2021.06.06 15:00-15:30



# ✕ Credit for the future

PART.02



Australia's first and No.1  
large-scale property finance  
public forum



# Past Event Highlights



Burwood, NSW ,  
500 audiences

2<sup>nd</sup> March 2019





# Past Event Highlights

Chatswood, NSW , 200 audiences

6th April 2019



# Past Event Highlights



SunnyBank, QLD , 200  
audiences

6th July 2019



# Past Event Highlights

Boxhill, VIC-Town Hall , 300  
audiences

21st July 2019



# Property Circle Seminar

PART.03



Connecting with the local  
Chinese communities;  
Deliver the most authentic voice  
from the property industry.



# Past Event Highlights



Burwood, NSW, 100  
audiences

2nd May 2019

# Past Event Highlights

Hurstville, NSW, 100  
audiences

16<sup>th</sup> May 2019





# Past Event

West Ryde, NSW, 100 audiences

29<sup>th</sup> May 2019



# Past Event Highlights



Chatswood, NSW , 100  
audiences

12<sup>th</sup> June 2019



# Past Event Highlights

Box Hill, VIC , 100  
audiences

16<sup>th</sup> June 2019





# Past Event Highlights



Castle Hill, NSW , 70  
audiences

22<sup>nd</sup> June 2019

# Past Event Highlights

Green Square, NSW ,  
80 audiences

2nd July 2019



# Lectures on specific topics Specific, in-depth, targeted

PART.04





# Past Event Highlights



Parramatta, NSW  
First home buyer ,80 audiences

16<sup>th</sup> July 2019



# Seminar in China

PART.05



# Past Event Highlights



Shenzhen

20<sup>th</sup> June 2019



# 03

## Finance & Investment Exhibition



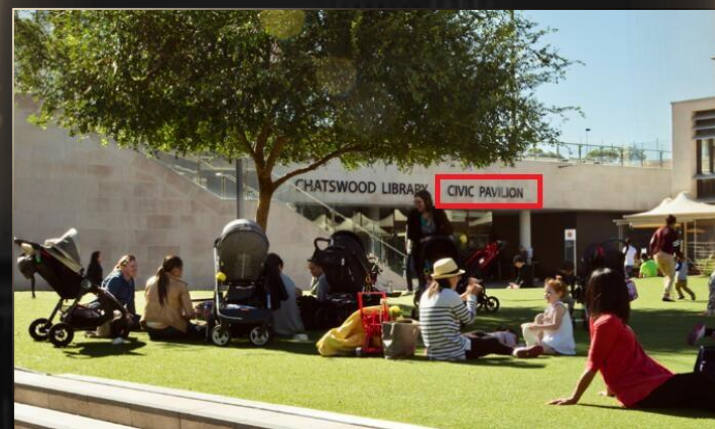
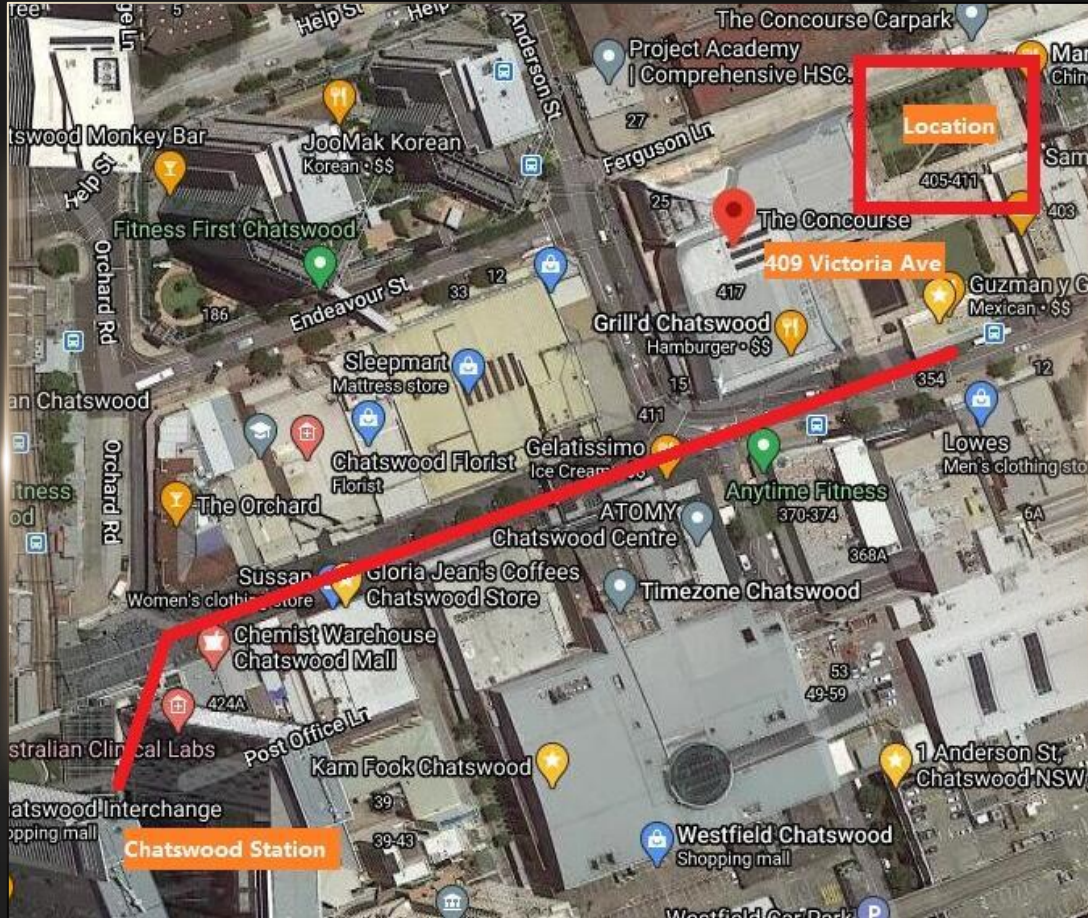
1,000-1,500+ serious local investors  
and buyers will be attending the 2-day  
Exhibition

300,000+ people will be reach by  
media exposure



Sydney Chatswood Concourse

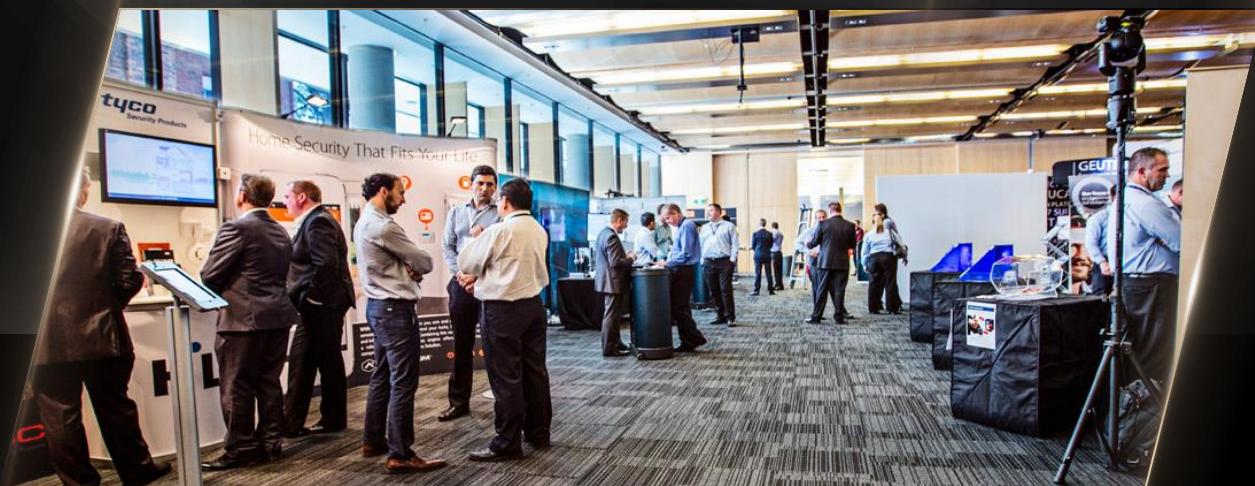




# Location:

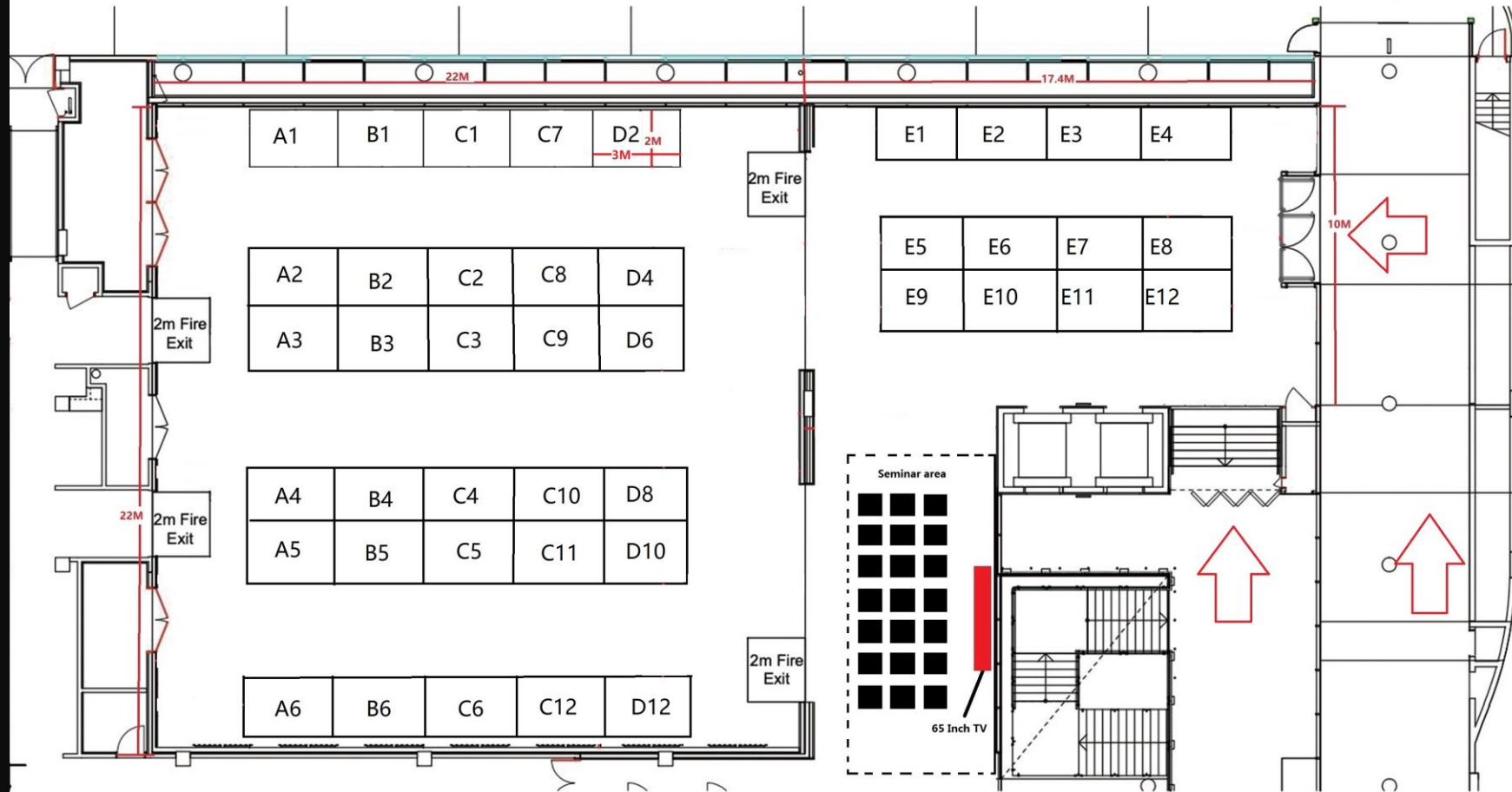
409 Victoria Ave,  
Chatswood  
Concourse,  
Civil Pavilion



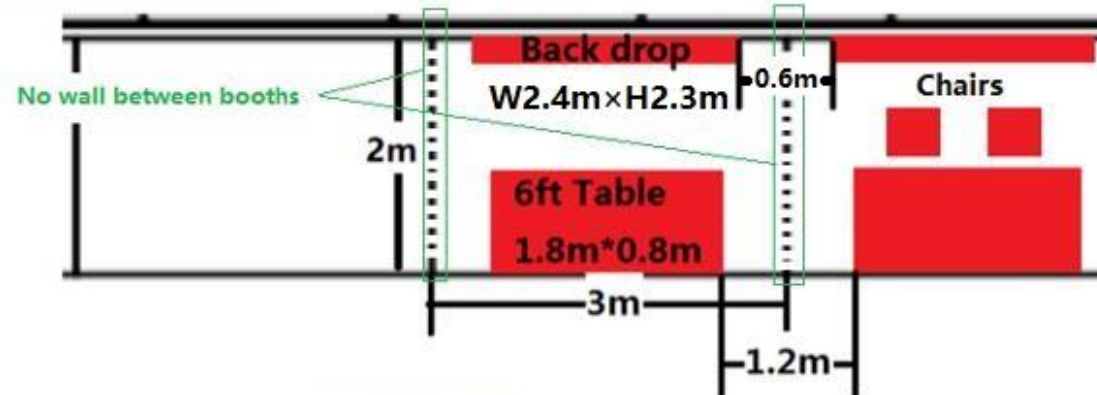




# Sydney Finance & Investment Expo



# Booth Sample (3m\*2m)



## Straight Backdrops



Lightweight Case

## Backdrop Setup





# × Event Agenda

**SAT 30 SEP 2023**

(Venue hours: 09:00am-17:00pm; Event hours: 10:00am-16:00pm)

- 1 Venue set-up (09:00am-10:00am) Audience admission(10:00am-16:00pm)
- 2 Seminar A (11:00am-11:30am); Seminar B (11:30am-12:00pm)  
Seminar C (12:00pm-12:30pm);
- 3 Seminar D (14:00pm-14:30pm); Seminar E (14:30pm-15:00pm)  
Seminar F (15:00pm-15:30pm)
- 4 Event hours (15:30pm-16:00pm)





# Event Agenda

**SUN , 1 OCT 2023**

(Venue hours: 09:00am-17:00pm; Event hours: 10:00am-16:00pm)

- 1 Venue set-up (09:00am-10:00am) Audience admission(10:00am-16:00pm)
- 2 Seminar A (11:00am-11:30am); Seminar B (11:30am-12:00pm)  
Seminar C (12:00pm-12:30pm);
- 3 Seminar D (14:00pm-14:30pm); Seminar E (14:30pm-15:00pm)  
Seminar F (15:00pm-15:30pm)
- 4 Event hours (15:30pm-16:00pm)



# 04 Sponsorship

# Sponsorship package

Item	Price	Note
Booth A*1	1990+GST	Excluding \$250+25 GST Back drop picture production fee
Booth B*1 (Banks reserved)	2290+GST	Excluding \$250+25 GST Back drop picture production fee
Booth C*1	2290+GST	Excluding \$250+25 GST Back drop picture production fee
Booth D*1	2590+GST	Excluding \$250+25 GST Back drop picture production fee
Booth E*1	2890+GST	Excluding \$250+25 GST Back drop picture production fee
<b>Add on</b>	<b>Price</b>	
Seminar speaker 30min	500+GST	





# THANKS

Finance X Investment

Exhibition Media kit