

Joint venture offers boost for business

SMALL business operators on the Gold Coast will be transformed into aggressive operators capable of competing in the tough global market under a joint venture project launched yesterday.

The Queensland Chamber of Commerce and Industry and California's UCLA university have joined forces in the project.

UCLA senior lecturer Alan Carsrud said 19 Gold Coast companies were in the running to become part of the pilot program.

"We are looking at businesses specialising in a wide range of areas such as 3D software, microwave technology, entertainment and film making, finance, laser technology, information technology and a number of other boutique operations," he said.

Mr Carsrud said businesses chosen for the UCLA Venture Development Program would work with 65 masters in business administration students forming short and long-term marketing strategies.

"We have seen world class potential in a large number of businesses on the Gold Coast and our students are very excited to be working with them," he said.

"I have been amazed

by NATALIE EVANS

at the level of sophistication and technology available on the Gold Coast."

Mr Carsrud said the operators of eight to 10 Gold Coast companies would fly to the US and spend 72 hours in an intensive strategic planning session before being presented to local investors.

QCCI Gold Coast president Bob Scott said Griffith and Bond universities would be working closely with the UCLA students.

"We have been concerned that small business has the potential to perfect technology but lacks the capacity to expand and create job opportunities," he said.

"The project will enable high tech operations to grow into business organisations beyond their wildest dreams," said Mr Scott.



TEAMWORK: QCCI's Bob Scott (left) and Alan Carsrud at the launch of the joint venture

GOLD COAST BULLETIN Thu 5 Mar 98.