



## WSG 2001 Lloyd DOWNEY

National Manager, Service Exports Unit  
Austrade

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Lloyd Downey is the National Manager for Service Exports in Austrade, the official government trade promotion body of Australia. He is a scientist by training and holds Masters degrees in both Science and Philosophy. He has a long background in international trade, having represented Australia as a Trade Commissioner in Mexico, New Zealand, Spain, The United Arab Emirates and Malaysia. For some years he was responsible for Austrade's program of international trade fairs, but for the last eight years, he has worked with the service exporting sector. He was the project manager for a major Australian study on service exports, "Intelligent Exports and the Silent Revolution in Service Exports", and currently heads up Austrade's service exports unit. He has a particular interest in the "packaging" of services for international markets and in the protection of intellectual property with services.