

## **New Chairman for Export Body**

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The Australian Institute of Export has appointed Jim Raz chairman of its SA advisory council.

As managing director of SA company Export Access, Mr Raz works with local businesses trying to break into North American markets.

He said his experience in international sales and business development gave him a good understanding of the obstacles facing local exporters. "Our whole mission is to develop the export skills of SA business," Mr Raz said, adding he "would like to see the institute clearly defined as a specialist service provider of training and education (and) a strong voice for local exporters".

In January, the institute was restructured to become a national body, a decision Mr Raz said gave it "more creditability".