



AFAC 12

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Dräger sign for another three years

Today Dräger Safety Pacific Pty Ltd (Dräger) signed as sponsor of the Dräger Knowledge Lounge at the AFAC and Bushfire CRC Annual Conference for another three years.

In welcoming the sponsorship AFAC CEO Naomi Brown said “This is really good news and a great way to finish the year. We have worked with Dräger to make the Knowledge Lounge a focal point of the exhibition floor at the conference and I am delighted they have confirmed their participation for a further three years.”

On behalf of Dräger, Marketing Manager Klaus Schroeter said that he was pleased the Knowledge Lounge concept has built steadily over the past three years to be a very prominent part of the trade exhibition at the conference.

“The AFAC and Bushfire CRC Conference just keeps getting bigger year on year.” Mr Schroeter said.

“This is a premier event for the emergency management sector which is an important market for Dräger and our range of safety products. We have worked well with the AFAC team to build this area and the Knowledge Lounge integrates with our support of the AFAC Knowledge Web and our desire to align with the knowledge management strategy of AFAC.” He said.

As the Annual Conference will be held in Perth in 2012, Dräger also see opportunities afforded by this location to gain exposure in the mining and petro-chemical sectors where there is a significant responsibility for emergency management and therefore demand for Dräger’s products.

“Emergency management is now a significant risk factor for the mining, power and petro-chemical industries,” Mr Schroeter said.

“I expect a major event such as the AFAC and Bushfire CRC annual conference in Perth, where the most senior practitioners and technical experts in emergency management will all be there, as well as overseas experts, will attract a lot of interest from these industries.”

For more information contact:

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Left: Klaus Schroeter, Marketing Manager Dräger and Naomi Brown AFAC CEO sign the sponsorship agreement for the next three years.