

I am an Account Manager – Asia & Sydney with the Adelaide Convention Tourism Authority, the scholarship helped me immensely in understanding the Indian Market and assisted in promoting Adelaide, South Australia in Asia.

Last year I was fortunate enough to be awarded, the AACB staff scholarship for 2007. My mission was to analyse the Indian Market and its potential for Business Events to come to Australia. The scholarship funded a trip to India plus \$5000 towards an educational course and travel expenses. I enrolled in a Market Analysis course, as part of my Masters in Marketing with the University of South Australia. I travelled to 5 capital cities in India interviewing marketing managers of corporate companies, travel agents and incentive houses. The focus of the trip was to understand the Indian clientele, their needs and their thoughts on Australia as an incentive/conference destination. The interviews also focused on the competition Australia faces and the barriers in bringing the Indian delegates into Australia. Following on from my Masters I will be writing a thesis on the above topic which will be used towards further studies.

I can take this knowledge and apply it to the Indian Market based on what their needs are, thus showcasing the specific attributes of Adelaide that will appeal to them. I am extremely grateful to the AACB, Qantas and Tourism Australia - the award provided me with an opportunity to expand within the events industry, boost my professional career and assist in building my confidence and to continue to achieve my own personal goals.

*The scholarship is an excellent opportunity for young professionals from our dynamic industry to show their capabilities and in turn be rewarded to pursue their dreams!*

Good luck with the application.

Kind regards,



Siddharth Ketkar

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