



21st designedge festival experts sharing skills and talents around the world

The **21st designedge Innovation FESTIVAL 2025** was officially launched on June 25th by City of Belmont Deputy Mayor Cr Deborah Sessions with this year's 21st Festival celebrating over 130 events from July to September, offering an exciting line up of over 135 events including forums, webinars, workshops, and networking sessions.

The 2025 Festival will be staged in Belmont, Perth Western Australia, and accessible online nationally and globally, connecting attendees across industries and borders. We welcome everyone to be part of a vibrant community of innovators, designers, creatives, women entrepreneurs, industry experts, cyber security leaders, exporters, and Asian TCF trade networks through forums, workshops, webinars and networking opportunities. Together, we'll explore exciting prospects in export trade, digital transformation, and global collaboration. Many events are FREE to access and cover vast range of topics and experts sharing their expertise and insights.

The 2025 Festival is proudly supported by: Belmont BEC, TCFWA, BEC National Export Project, BPW Business Incubator 'Women in Business' Project, TCF Australia Export Project, TCF Access Asia, Fortix, City of Belmont, Res-Q, Optus Business Centre Perth, VenturD, 1001 Business Tips from 101™, TCF Global, BEC Global, Ebullient Services, Westways, along with our incredible sponsors, supporters, and volunteers.

Whether you're looking to grow your business, expand globally, or connect with like-minded professionals, the designedge Innovation FESTIVAL 2025 is your gateway to innovation and opportunity.

CEO of Belmont Business Enterprise Centre Inc., TCFWA Inc. and Founder of designedge Innovation Festival, Carol Hanlon, expressed her appreciation, "In 2025, we're once again thrilled by the growing interest as our festival continues to attract both local and international voices. We're excited to welcome an inspiring line up of guest speakers who will share their expertise and deliver valuable skill-building opportunities across a diverse range of topics."

Some of our Festival highlights for 2025 include:

Worldwide Responsible Accredited Production (WRAP) - Webinar Online, Available 24/7, Free Evolving trends in social responsibility and increasing significance of social compliance for sustainable business practices. Presenter: Bonnic Chung, Hong Kong

Innovate to succeed* - Webinar Online, Available 24/7, Free Demystify innovation and provide some practical steps to make it happen within an SME environment. Presenter: John Tedesco

BEC EXPORT & TCF EXPORT Project - Introduction to Exporting - Webinar Online, Available 24/7, Free Market Research, International Agents, Contracts, Pricing, Incoterms

PR Without The Price Tag Online, Available 24/7, Free Master the art of professional publicity for your business without breaking the bank. Presenter: Shoma Mittra

Personal Branding: Enhancing Impact and Visibility Online, Available 24/7, Free Personal branding is about strategically showcasing your strengths to boost your visibility, credibility, and professional influence. Presenter: Kaye Lirio

Fundraising for Founders: How I Turned a \$20 Ask into a \$20,000 Mission - Webinar Online, Available 24/7, Free 10 steps to grassroots fundraising without loans or investors. Presenter: Marlane Knowles, Bahamas

Marketing to women: you are your best model - Webinar Online, Available 24/7, Free If you are a woman and marketing to women, you already know how to attract your clientele. Presenter: Giselle Rufer, Switzerland

Creating Your Business Roadmap to Success in Cybersecurity - Webinar Online, Available 24/7, Free Discover how to create a comprehensive and effective cybersecurity roadmap tailored to your business needs. Presenter: Dr Nickson M. Karie

Writing Your Business Plan* - Webinar Online, Available 24/7, \$30 Write your Business Plan, or review and update your existing plan

Preparing your Award Submission, Belmont & WA Small Business Awards - LIVE Workshop August 15, 12noon-1pm, Free Tips on preparing your Awards Submission and how to impress the Judges. Venue: BBEC, Cloverdale, WA

The Trust Economy and human-centred Marketing - LIVE Webinar August 19, 12noon-1pm, Free In the trust economy, human-centred marketing builds authentic relationships by prioritising empathy, transparency, and genuine value. Presenter: Shoma Mittra

Quality Control in Apparel Manufacturing* - Webinar Online, Available 24/7, \$30 Be prepared and organised to ensure the best quality controls in apparel production.

How to stand out from the crowd - using your public speaking skills - Webinar Online, Available 24/7, Free Spark an emotional connection with your audience using your public speaking skills. Presenter: Rashmi Watel

Avoiding Apparel Manufacturing Pitfalls* - Webinar Online, Available 24/7, \$30 Minimise problems before they become a major issue in apparel production.

Belmont Business 'Ask an Expert' - LIVE Sundowner August 27, 6pm-8pm, Free Guest Speakers - Ask an Expert, Export Opportunities, Networking. Venue: Belmont, WA

Circular Economy: Reusing All That We Use* - Webinar Online, Available 24/7, \$30 Gain an understanding of developing a more sustainable circular economy in your business and personal life.

Creating your Online Shop* - Webinar Online, Available 24/7, \$30 Expand your business online, create an online shop - with loads of tips.

Cyber Security: Online Shopping Scams - Webinar Online, Available 24/7, Free Protect yourself against Online Shopping Scams.

View all festival events at www.belmontbec.com/2025innovation

TIMEZONE FOR ALL LIVE WEBINARS, WORKSHOPS, EVENTS: Australian Western Standard Time (AWST)

Recorded Webinars on request to training@belmontbec.com

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