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WA Industry Representatives Discuss Initiative of Positioning Perth as a Strategic Hub Connecting Latin America and Asia

The Argentine Chamber of Commerce in Australia (ArCham) conducted a [pre-feasibility study](#) to show that Perth, Western Australia is in a strategic location to become a cross-continental hub and that there is a window of opportunity to present Perth as the bridge between Latin America and Asia.

The study shows that a transpolar flight between Buenos Aires and Perth would take less than 15 hours and would position Perth as a great midpoint destination for international travellers between Asia and Latin America.

ArCham coordinated a meeting with industry representatives to discuss the initiative as an opportunity for Western Australia.

The roundtable discussion took place on 20 February 2018, with Diego Berazategui, Executive Chairman, ArCham, presenting the initiative. The discussion was attended by key WA industry representatives and the Ambassador of Argentina to Australia:

- HE Hugo Gobbi, Ambassador of Argentina
- Phil Payne, Executive Director, StudyPerth
- Paula Rogers, WA State Director, Committee for Economic Development of Australia
- Darren Levy, International Trade Manager, Chamber of Commerce and Industry of WA
- Honor Iosif, State Manager, Export Council of Australia
- Mike McKenna, CEO, Optus Stadium
- Wilson Casado, President, BrazilWA
- Daniel High, Economic Development GM, City of Perth
- Bill Repard, Executive Chairman, Paydirt Media
- Diego Berazategui, Executive Chairman, ArCham
- Veronica Ragusa, Legal & Commercial Advisor, ArCham
- Natalie Meyer, Community Relations, ArCham
- Peter Freund, Advisor, ArCham

One of the points highlighted in the discussion was that Perth would significantly benefit by attracting “in-transit” passengers; a new wave of visitors from both Asia and Latin America. This could have a major impact on the number of people visiting Perth and should be considered an important part of the WA Asian Engagement Strategy.

All attendees expressed their strong support of the proposal and voiced interest in the cross-industry opportunities that this direct flight route would present for Western Australia.

“This would be a real game changer for both Argentina and Australia”, concluded HE Hugo Gobbi, Ambassador of Argentina.

