



**LINKING UP:** Adelaide software firm owner Sean Heylen will take on a role as regional director of the Entrepreneurs' Organization. **Picture: CALUM ROBERTSON**

# Sean keen to build closer Asian ties

**ALEXANDRA ECONOMOU**

ADELAIDE business owner Sean Heylen hopes to boost trade opportunities for the state in South-East Asia through his new role with the Entrepreneurs' Organization.

Mr Heylen, the owner and managing director of online software development company Deadline, takes the role of area director South Pacific for the EO from July 1.

He will be responsible for the EO chapters in Australia and New Zealand and report to the group's regional director for South-East Asia.

"This is a great opportunity for Adelaide to have its voice heard on a global business forum through a network of several thousand entrepreneurs worldwide," he said.

He said a lot more could be done to promote SA's "big four" indus-

tries - wine, mining, defence and agriculture - in the wider region.

"We need to be smarter and more proactive in the way we sell our product there," he said. "The key thing about doing business in South-East Asia is building relationships."

Mr Heylen has invited about 60 EO members to visit Adelaide in October.

"These are some of South-East Asia's most influential business people and we want to show them what this state has to offer," he said.

"This is one of the most exciting things we are doing to build ties with South-East Asia."

EO is a global member network for entrepreneurs and has more than 7500 members in 42 countries.

Mr Heylen will visit Shanghai next month to take part in the EO global leadership conference.