

Laurie Smith

Executive Director International Operations



Laurie Smith has 25 years' experience in international corporate, advisory and government roles that includes overseas assignments in Guangzhou, Beijing, Taipei and Shanghai.

For the past six years, Laurie has been Regional Director, North East Asia with Austrade, responsible for Austrade's teams in over 20 locations across the region. In this time he has led the strengthening of Austrade's presence across central and western China, developed new strategies to take advantage of opportunities arising from structural change in Japan and established in market support for Australian firms in the emerging market of Mongolia.

Laurie previously held a number of senior roles with News Corporation and its affiliates in Hong Kong and Beijing including as Executive Vice President (China) of STAR TV in Hong Kong. He led China business development for multiple divisions of the company, overseeing a range of direct and portfolio investments in China.

As executive director of a Sydney based Asian markets and strategy consultancy, Laurie worked on projects across markets including India, Thailand, Laos, Vietnam, China, Taiwan, Hong Kong, Japan, Korea, Indonesia and South Africa with a client base that spanned Australia, Europe, the US and Asia.

In his various roles, he has accumulated diverse industry experience ranging from agribusiness, to infrastructure and from technology to education and training services.

Laurie's early career was with the Department of Trade & Foreign Affairs and Trade in Canberra and Taipei. Laurie has a Bachelor of Science (Mathematics, Statistics) from Melbourne University, and undertook post-graduate study at Peking University. He is fluent in Mandarin.