

2019 Austrade – Australia China Alumni Award for Entrepreneurship & Innovation

Celebrate the Success of Australian Alumni in China



Sponsor



Austrade – Australia China Alumni Award for Entrepreneurship & Innovation

This award recognises alumni who have demonstrated their entrepreneurial and/or innovative abilities in any industry sector.

Nominees can be the owner of, partner in, or investor in an innovative and forward-looking company, or they may have implemented successful entrepreneurial programs in a large company. All nominees should be able to show their creativity, resourcefulness and sustainability, as well as how their work has benefitted wider society.

To view the finalist of other categories, please click [HERE](#)



Ms Natalie Lowe

UNSW



Mr Wesley NG

QUT



Mr Junyi Song

UniMel



Mr Yuchao Wang

Griffith



Mr Rick Woo

UniSA

WINNER



Ms Natalie Lowe

Managing Partner, The Orangeblowfish

University of New South Wales Alumna

Shanghai Based

Natalie has always considered herself an entrepreneur at heart: finding ways to disrupt conventional industry norms and processes while innovating solutions to existing problems.

Born and raised in Australia, Natalie has lived and worked across the globe for 20 years. Basing it purely on a hunch that Asia would play a bigger role in the global business economy, she moved to Singapore in 1999 with only AUD\$1K. Since then, she has been delivering effective marketing and communication programs for a range of Fortune 500 companies and start-up companies on a global scale.

With over 20 years of international experience, Natalie has in-depth knowledge of the opportunities and challenges global and start-up companies face when it comes to branding, marketing and communications. In 2015, Natalie joined The Orangeblowfish as managing partner responsible for setting the strategic direction of the firm, the firm's daily operations and international expansion plans while also playing lead strategist on many integrated communication projects.

Under Natalie's leadership, The Orangeblowfish has expanded their service offering to three cities in China: Shanghai, Hong Kong and Guangzhou with growth plans reaching Australia in the near future. Natalie's strategic mindset and international experience enables her to innovate new product and service offerings, leveraging storytelling, creativity, art and technology to disrupt the way brands communicate with their audience.

Natalie considers herself a global citizen, and a connector that makes great things happen. As such, she is active in the global and local business community and has judged a number of industry events such as IABC International Gold Quill Awards and PRWeek Asia Awards; served as Co-Chair for the Marketing Committee (American Chamber of Commerce, Shanghai), Head of Speakers for TED x Shanghai Women, Committee Member for SME Committee (Australian Chamber of Commerce, Shanghai) and currently volunteers as a Mentor, with MentorWalk, mentoring women in Shanghai, Hong Kong and Sydney.

Natalie is a regular contributor and speaker on a range of topics from entrepreneurship, doing business in China, as well as cross-culture marketing and branding.

Natalie is currently based in Shanghai, and is fluent in English, Mandarin and Cantonese.

[Back to Top](#)