## GEOFF KEYNES

"I started in the industry not long after I left school, in around 1967, and came from a farming family, so the wool industry was very interesting as far as I was concerned. In 1974, I was asked to join a team from Michell Wool exhibiting at Australia's first trade fair in China. From a government point of view, I think it was a pretty important event. We were there with many other Australian firms in all sorts of industries and after that had finished, I travelled to Shanghai by train and had a look at a few factories there. That was my first exposure to China, and a very interesting place it was."

"我毕业后不久就进入了这个行业，当时大约是1966年到1967年左右；我出生于牧民家庭，因此，对我而言，羊毛行业非常有趣。1974年，Michell Wool的一个团队要求我加入，参与澳大利亚在中国的首个贸易博览会。从政府的角度来看，我认为这是相当重要的一次展会。我们以及各行各业的其他澳大利亚企业参加了此次展会；展会结束后，我曾搭乘火车前往上海，参观了那儿的一些工厂。那是我首次来到中国，那是个很有意思的地方。"

Beginning in 1966 as a trainee wool buyer with Michell Wool, Australia's oldest and largest exporter of Australian Wool, Keynes' career in the wool industry spans 50 years. Keynes has a unique global understanding of buying and selling wool, gained through his experience working in Bradford, United Kingdom, as the Sales Manager for Eastern Europe in the 1970s, and in Hong Kong when he was the General Manager of Michell International Commodities for five years from 1987.

Throughout these years, Keynes had bared witness to the role wool has played in parallel to the growth in Chinese-Australian relations. In 1974, Keynes participated in the first Australian Trade Fair in China, which is considered the first bilateral push for textile trade between the countries, and was a representative of the industry on several subsequent delegations to China in the decade to follow. Since 1993, Keynes has been based in South Australia and up until two years ago, was a woolgrower in Eden Valley.

早在1966年,杰夫·凯恩斯就进入到澳大利亚历史最长也是规模最大的澳大利亚羊毛出口商 Michell Wool担任见习羊毛采购员工作;从那时算起,他的羊毛行业生涯已有50年之久。凯恩斯对羊毛贸易有着独到的见解;这些经验来自于其1970年开始在英国布拉德福德担任东欧销售经理的工作经历,以及1987年开始在香港担任Michell International Commodities总经理的五年工作经历。

在这些年中,凯恩斯见证了羊毛随中澳关系的发展而起到的作用。1974年,凯恩斯参加了在中国举办的第一届澳大利亚贸易博览会,据称这是最早推动两国之间双边纺织品贸易的展会。在随后的十几年中,凯恩斯曾作为行业代表多次随代表团访问中国。从1993年开始,凯恩斯一直在澳大利亚南部生活和工作;两年前,在伊甸园谷(Eden Valley)开办了一家羊毛生产企业。