



# champagne and RED WINE

EMMA BOWYER IS the general manager of ICMS Australasia, based in Sydney. Since her appointment in 2006 the company has opened offices in Brisbane and Melbourne, developed a destination management company, and launched a global independent PCO referral service. Her twin sister Amie Fisher is the newly appointed research executive.

## Emma

There are many wonderful aspects of being an identical twin, including total commitment to our friendship and having a lifetime companion. What's best about being Amie's twin is basking in the glow of her radiance. We have famously been compared to the alcoholic beverages of champagne and red wine. Amie is all champagne - bubbly, effervescent and vivacious. I'm more restrained but am improving with age!

We were very lucky to have each other growing up as our father was in the air force and we moved frequently (seven schools), and so having each other made making friends much easier. We were both studious youngsters, although Amie was slightly more distracted with boys and other sporting activities. After completing our secondary schooling in Western Australia we attended university together with some overlapping classes. There we discovered our potential career paths: hers in law and mine in business tourism.

Amie is a very generous soul and it's no surprise that she started a successful business post-university in providing immigration services for business visa applicants. After a short intermission bringing identical twin sons of her own into the world (now aged three), Amie works with me at ICMS Australasia in business development. Her legal nous and skills have come in very handy too.

We've never formally worked together until the past six months but it's great. Even more so for our colleagues and people in the industry who meet us. There is a novelty factor involved. For those who meet Amie for the first time (and already know me), the first comment is usually "great hair cut".

Her key strengths are being able to see the big picture, placing great emphasis on the strength of relationships, filtering things out of my in-tray and being very action packed with a focus on completing tasks. Having her around means I can focus on the things I enjoy doing, so in many ways our working relationship is successful because of that. I appreciate her input and the way she interacts

with clients, staff and suppliers for our business success. She's a great asset and being twins is just a huge bonus.

## Amie

People often ask us "What is it like to be a twin?" There are no real words to describe that closeness. We have been together every moment of our lives and to me being a twin means having your best friend right beside you.

Emma and I have always been very close. I believe that we were communicating before we were able to speak and then when we did, we developed our own language. We are still known to speak "dolphin" to each other to the amusement of those around us!

Although we are identical, there are differences between us. I've always admired the way that Emma is so thoughtful and diligent. She has never let me down and I know that I can always rely on her advice. Witty and clever, she has always been the gentle soul of our relationship and her loyalty is admired by all who know her.

After completing her degree (with honours), Emma moved into a lecturing role where her personal strengths were on show. Through her knowledge and humour she was able to command the attention of 1500 students on a weekly basis. To this day I still have those students come up to me thinking that I am Emma to say hello.

Last year Emma asked if I could join ICMS Australasia in the business development area. Seeing people's reactions when they meet me for the first time has been a great experience and has made me appreciate who she really is and how proud I am to be her twin.

Now, ironically, I've been blessed with identical twin boys and I'm able to watch them experience the joys that we have had growing up together – I may even be able to give them some useful tips on practical jokes to play!

**Pictured above: Amie (left), Emma (right).**