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Dear Member,

I'm writing to you because of your involvement with, or interest in, the Australia-Taiwan ICT Cluster.

This is a networking, business information and advisory hub created to bring development opportunities to the ICT industry in Australia and Taiwan and is part of Austrade's Global Opportunities Program (GOP).

Over the past few months the Cluster has developed from an idea into a significant industry grouping with several collaborations underway.

The Cluster was announced in February by Simon Crean, Minister of Trade, and launched in May at CeBIT in Sydney. We highlighted two early collaborations - in e-health and freight tracking - both of which leverage Australian and Taiwanese experience and strengths. We ran a program for new and emerging exporters in June and held briefings on the Cluster in both Melbourne and Sydney. In July we held an e-health briefing in Melbourne and learnt that the internet is running out of addresses.

Last month the core Cluster team met to discuss progress on various issues, including planning for Taitronics, the Australia-Taiwan ICT website, capability directories, legal issues and communication, as well as the SmartTrack and HealthTrack projects.

Currently, eight Australian companies are already participating and three Taiwanese companies are involved in active discussions. Ian Watt, Cluster chair, visited senior industry representatives in Taiwan on 14 and 15 September, and new opportunities for collaboration were discussed at the Australia-Taiwan 5th ICT talks in Melbourne on 21 September.

Read more about all of our activities, and how you can participate, in more detail in the newsletter below.

I plan to write to you every few months with a progress report on the Cluster. Please feel free to use any of this information in your own publications. And if you don't wish to receive these reports, please let me know and I will remove you from the list.

Kind regards,

Lorraine Lilley

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What is the Australia-Taiwan ICT Cluster?

The Australia-Taiwan ICT Cluster (the Cluster) is a three-year project within Austrade's Global Opportunities Program (GOP). Of the eight GOP projects, it is the only ICT project and the only one which is country-specific.

The Cluster includes industry members working collaboratively to develop opportunities for Australian industry to participate in global supply chains, through strategically linked opportunities outlined in the cluster business plan.

Taiwan is an ICT powerhouse producing \$US90 billion of electronics and ICT goods each year. And some 65% of China's electronic ICT production is managed by Taiwan-owned firms.

Australian companies bring to the partnership skills in applying ICT to solve issues.

The Cluster aims to:

- encourage and facilitate individual enterprises within the ICT Industry to form collaborative project lead initiatives
- help the individual businesses to compete for international business
- deliver new solutions aligned to industry demand.

Working in a cluster gives individual businesses a stronger footing in the marketplace than they could achieve on their own. Working together through the cluster, Australian and Taiwanese companies can work like virtual multi-nationals, bringing capabilities to the 80 per cent of companies that are small traders.

The Cluster is managed by the Australian Industry Group (Ai Group) on behalf of Austrade.

We invite membership from any business seeking to develop connections with Taiwanese ICT industries. For more information about the projects and the Cluster, or to register your interest, visit www.australiataiwanictcluster.com.

ICT Cluster projects

The Cluster has identified two leading opportunities: in e-health and freight tracking. Both leverage Australian and Taiwanese experience and strengths. The projects, called HealthTrack and SmartTrack, respectively, use radio frequency identification (RFID) tracking and intelligent software systems.

“Taiwanese companies are very good at contributing leading technologies,” explains Ian Watt, Chairman of the Cluster, “and Australian companies are very good at applying this technology to industry needs. It’s a perfect partnership”.

Health Track

“In three Melbourne hospital emergency departments, doctors have reduced the average time taken to start treatment by one hour because they are alerted to vital clinical information on their most urgent patients. They have fast access to this information through the use of an RFID wireless device embedded in the patients’ identification badges” says Andrew Weller, Vice-President, Sales and Marketing, at Alcidion.”

Alcidion is working with the Cluster to extend the technology to smart terminals that recognise doctors automatically and instantly deliver best practice patient care guidance.

A second HealthTrack project will use active real-time decision-support technology to coordinate the care of chronically ill people. “The goal is to keep people out of hospital,” says Andrew. In the future, people with chronic conditions will be able to use personal medical devices, such as those that monitor insulin levels, blood pressure or even exercise levels, to collect information on their health. Monitoring results can be sent over the internet using RFID technology. Then the patient, or their health care coordinator, can monitor their condition, and detect significant patterns, such as

responses to changes in lifestyle or medication.

With the intelligent technology provided by Alcidion, health care coordinators can be alerted when there are signs of a problem. The carer will then be able to contact their client and suggest a strategy to avoid future problems and expensive hospitalisation. Remedy Health, owned by private health insurer Australian Unity, is involved in trials monitoring hundreds of chronically ill people.

SmartTrack

A second collaboration project will see Australian wine, fish and other perishable goods tracked by RFID tags. Producers will save time and money in streamlining the shipment and export processes.

In the SmartTrack project, three Australian companies are working with two Taiwanese counterparts to supplement TradeFacilitate with tracking of the physical condition of perishable goods.

RFID technology manufactured by Taiwanese electronics companies is central. "Taiwanese companies are very good at manufacturing high volume technology," explains Ian, "and Australian companies are very good at applying technology to meet industry needs, in this case to the exchange of information".

Cal Anderson, Principal of Wirelessworx, a company providing wireless software for the project, focuses on the value and timeliness of information rather than just the technology. "If a restaurant in London can say 'This fresh lobster we are serving was harvested yesterday in Australia' then its value goes up immediately," he says. The new system can help by speeding up the freight process and by authenticating the source and condition of the produce.

But it's not just for luxury goods. "The United Nations is pushing for standards to help small businesses and businesses in less-developed countries overcome barriers to export trade," says Cal. "A lean, cost-effective system that is open to everyone will make it easier for small to medium businesses around the world to export their goods. Goods using SmartTrack will be able to pass quickly through a 'green lane' without cross-border delays."

SmartTrack will be non-technical and user-friendly, says Cal. "Many participants in the supply chain are small companies. Using a common phone, people will be able to identify and track where goods are, and the condition they are in." At present, only large corporations have the resources to implement systems like SmartTrack.

Recent events

Australia-Taiwan 5th ICT talks: Australia Taiwan Strategic Framework Agreement (ATSFA)

Ai Group, Melbourne, Monday 21 September

Representatives of the Australian and Taiwanese Governments and project participants met in Melbourne for the 5th Australia-Taiwan ICT Talks. The Australian Government was represented by

the Hon. Anthony Byrne MP, Parliamentary Secretary for Trade.

The Taiwanese Government was represented by Mr. Richard Leu, Director of the Industrial Development Bureau, Ministry of Economic Affairs. The Taiwanese delegation also included the Vice President of the Institute for Information Industry, Mr Gorge Wang, and the Senior Vice President of TECO-ITTS, Mr Jeff Wei.

Under the Agreement, collaboration between Australia and Taiwan takes place in five areas:

- Technology research and product development
- High value ICT manufacturing
- Strategic alliances
- Investment collaboration
- Trade facilitation

The parties discussed projects underway, including HealthTrack and SmartTrack, and new opportunities which could lead to additional projects within the Cluster.

Ian Watt visited Taiwan

Ian Watt, chair of the Cluster, visited senior industry representatives in Taiwan on 14 and 15 September. He met representatives from the Institute for Information Industry, Cheng Loong Corp, TECO-ITTS and Microelectronics Technology Inc.

Australia-Taiwan ICT Cluster meeting Brisbane, Melbourne, Sydney, linked via videoconference, Tuesday 21 August

Ian Watt, Chair of the Cluster, chaired the meeting which covered progress on HealthTrack and SmartTrack, and general issues relating to the management of the cluster. In brief the meeting covered:

- The roles and responsibilities of Cluster members are becoming clearer as the project gets underway.
- HealthTrack is proceeding rapidly, with pilot programs in three Melbourne hospitals and in the management of patients with chronic disease. Talks are underway with a hospital in Taipei with the aim of setting up a pilot project.
- SmartTrack has been researching RFID technologies, a rapidly changing field. It is now time to choose the right technology. A pilot program will start soon using RFIDs in three Australian ports.

Last week the Cluster prepared a letter of invitation to Taiwanese companies seeking those interested in becoming partners in providing the technology.

In Australia, the Ai Group and Ian Watt, for the Cluster, will talk with Seafood Services Australia in September as possible participants in the project. Industry participants will determine the requirements of the system, so that it is developed according to their needs for

improving the export of their goods.

- The Australia Taiwan Strategic Framework Agreement (ATSFA) 5th Australia-Taiwan ICT Talks will take place in Melbourne on 21 September. These are high-level government to government talks and the outcomes will be presented to the Department of Foreign Affairs and Trade and the Taiwanese Government. More details are given below.
- Ai Group have organised a stand at the upcoming TAITRONICS trade fair. More details are given below.
- A website has been developed for the Cluster at <http://www.australiataiwanictcluster.com/> . It has been kept simple, and will soon have a lot more content, such as the Capability Directories, the newsletter and background papers.
- A Capability Directory, building on the RFID Association Australia Directory, will be incorporated into the Industry Capability Network Ltd (ICNL) database, with an entry point that is clearly branded as the Australia-Taiwan ICT Cluster. Companies will be able to manage their own entries.
- Ron Pila, from legal firm Minter Ellison, has prepared a paper on the legal issues associated with the way companies are collaborating in the Cluster projects. For example there are many issues surrounding the consortium structure, intellectual property and assets that are brought to the project or produced by the project, governance, tax and exit plans. This paper will be posted on the website soon.

e-Health Forum

Melbourne, Monday 20 July

Ai Group held an e-Health forum for industry participants to discuss the challenges and opportunities available through innovation to enhance health sector outcomes. These included:

- George Margelis, Intel, discussed the role of technology in health care.
- Charlie O'Sullivan, Hospira, described smart infusion pumps and Drug Error Reduction Software (DERS) which reduce medication errors. A key issue is how we get these technologies adopted by hospitals.
- Alan Morris described the work done by Invetech in product design and development. Will we in the future buy diagnostic health care at the supermarket?
- Frank Smolenaers, Centre for Health Innovation, has a hospital simulation facility where advanced equipment and software can be evaluated in a full health environment without risk to patients or critical hospital systems. Frank sees a key innovation is streamlined logging in for clinicians to gain rapid access to information on their patients, potentially saving hours each day.
- Jane Boag, Remedy Health, presented the benefits of a web-based Chronic Disease Management System developed in conjunction with Alcidion Corporation to provide telephone-based coaching and in-home allied health services and communication between multiple

clinicians.

- Tony Hill, IPv6NOW, discussed new developments in internet infrastructure driven by the imminent shortage of internet protocol (IP) addresses. The new infrastructure, with a huge number of possible unique addresses, will permit IP addresses to be assigned to many of the things found in a hospital, including patients, medication and equipment.

Discussion highlighted the need for technology to be driven by need and developed with an understanding of the workplace. An obvious step forward would be to connect the currently disparate sectors of hospital administration, such as admissions and pharmacy. Unwieldy IT infrastructure in institutions can be a barrier to the implementation of new technologies.

New and Emerging Exporter Program

Melbourne, Monday 29 June

Industry participants attended a program for new and emerging exporters developed for the Australia/Taiwan ICT Cluster under Austrade's Global Opportunities Program. The training course covered the practical business planning, marketing, supply and logistics management and associated administration issues that are the key to successful exporting. It provides participants with the skill, knowledge and tools to put in place both the best practice internal systems, and to manage external assistance to achieve successful export outcomes.

Australia-Taiwan ICT Cluster launched at CeBit

Melbourne, Wednesday 13 May 2009

Ai Group and Austrade launched the Australia-Taiwan ICT Cluster of the Global Opportunities Program as part of the activity around CeBIT Australia, the premier business platform of Australia's and Asia Pacific's ICT industry, in May 2009.

Coming up

[TAITRONICS: Taipei International Electronics Show](#)

Taipei, Thursday 8– Sunday 11 October 2009

The Australia-Taiwan ICT Cluster will be represented at Taitronics and have an exhibitor stand. Taitronics is now in its 35th year and is the leading trade show for the Taiwanese electronics industry and is a key event for companies wishing to get into the Chinese market. We are hoping to profile the HealthTrack and SmartTrack projects.

Travel package

The Taiwan External Trade Development Council (TAITRA) has put together a discounted travel package for Australian companies who wish to visit TAITRONICS and/or associated events ([PV](#)

[Taiwan 2009](#) and [Taiwan RFID](#)).

For all booking enquiries, call Digital Travel on 02 9223 3399 or email booking@digitaltravel.com.au.
More information on their website www.digitaltravel.com.au.

Austrade update

Export Market Development Grants

The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters. Administered by Austrade, the scheme supports a wide range of industry sectors and products, including the export of intellectual property and know-how outside Australia.

Please [visit the Austrade website](#) for more information on the EDMG scheme.



Australian Government

Austrade

An initiative of Austrade's Global Opportunities Program

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