



Media Release

The Hon Anthony Byrne MP

Parliamentary Secretary for Trade

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VICTORIAN EXPORTERS BREAKFAST SHINES LIGHT ON ICT LEADERS

The importance of Australia's ICT capability, and its value to the economy, was highlighted today at the Export Panel Breakfast in Melbourne.

Speaking at the Breakfast, the Parliamentary Secretary for Trade, the Hon. Anthony Byrne said that Australia was at the forefront of the global ICT industry, with a reputation for innovation and sophistication.

"With an export value of more than A\$5.2 billion, and employing more than 388,000 people, our ICT industry and its contribution to our productivity, should not be underestimated," Mr Byrne said.

"There are many reasons why Australia is leading this field: our highly-skilled workforce, substantial research infrastructure and our strong relationships, particularly with Asia.

"A few months ago, I announced the Australian Taiwan Strategic Framework Agreement, a development that is already creating new and successful ICT outcomes. And just last month, more than 40 Australian ICT businesses attended CommunicAsia 2010, the major technology exhibition in Singapore."

"It is initiatives like these that will reinforce our position as a technology leader in the global industry," he said.

Mr Byrne also acknowledged the outstanding achievements of the two Breakfast panel speakers, both Australian Export Award winners, who shared their experiences with the audience.

Robert Murray, CEO of Firemint and last year's winner of the Arts and Entertainment Export Award, spoke about the phenomenal success experienced by this boutique game development agency, which has developed two of the fastest-selling iPhone games: Flight Control and Real Racing.

The company has already adapted these games for the iPad, and is the first company in the 14-year history of Apple's Design Awards to have two winning software applications in one year.

Tasmanian-based Autech Design and Software, winner of the Regional Export award last year, was represented by Darren Alexander, Managing Director.

Autech's sophisticated colour visualisation software is now used in 50 countries, and the company has developed the first paint colour application for the iPhone.

My Byrne said these two speakers were exceptional examples of Australian exporters who are leaders in their respective industries.

"There is always a great value to be had from hearing from successful exporters, their lessons learned and tips for success," Mr Byrne said.

The Breakfast was also an opportunity for guests to hear about the Australian Technology Showcase, a national networking program that develops export markets for innovative technology-based products. The program is chaired by Austrade and partnered with the Victorian, Queensland and New South Wales governments.

Applications for this year's Australian Export Awards are now open:
www.exportawards.gov.au.

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