

media release **15th February 2010**

Bright Sparks Set to Ignite Hong Kong Trade Mission

TIA (Technology Industry Association) CEO Mr Steve Adcock announced today that seven dynamic South Australian technology companies are taking part in an Association lead trade mission to China. The trade mission is highly significant in boosting the export potential of small to medium sized technology companies in South Australian. The Mission, which has been in development for six months, will centre around the Hong Kong electronics and ICT Fair. The fair is one of the most important global platforms for ICT and electronics companies from all over the world to network, make business contacts and explore market opportunities in the Asia region.

Last year the International ICT and Electronics Fair brought together more than 580 exhibitors from 120 countries and regions, attracting more than 28,000 trade visitors. This leading edge trade fair will provide an ideal opportunity for South Australian technology companies to explore export opportunities for their products into China and around the world,” stated Mr Adcock.

“Conducting frequent trade missions is an important role the Association plays in assisting technology companies to ramp up their export potential. For example, we’re providing free accommodation, doing the leg work in setting up pre-arranged business matching meetings, lodging grant applications for our trade delegates, arranging speaking spots for them, have a joint South Australia technology display booth and are providing lead up preparation by our Export Development Manager Christine Cromarty. Christine is also attending the trade mission and providing other valuable services such as business strategy advice,” added Mr Adcock.

“Many Chinese electronic and ICT companies are seeking to establish cooperative collaborative ventures with Australian technology companies and welcome the chance to meet with South Australian representatives face to face,” said Mr Adcock.

Mr Adcock believes that the trade mission will also help South Australians to become more aware of the burgeoning technology industry in their own back yard. “I say this simply because many South Australians do not realise their state has become the centre of technology development in Australia and that they live in the midst of a technological nirvana. With more than 1,200 technology companies, there is more than one company for each square kilometre of Adelaide,” explained Mr Adcock.

“South Australia might not have the low labour costs that China has, but it has other unique attributes,” said Mr Adcock. “The South Australian technology industry, employing more than 30,000 people, is feeding neatly into the booming defence industry. For example, electronics represents up to 80 per cent of the

production cost of a modern warship or submarine. With innovation increasing in many industries, a healthy technology sector is of key importance to the state's future growth. The technology industry commitment to work on a soon to be released Five Year Strategic Plan is testimony to the vision and breakneck growth that the industry is experiencing," Mr Adcock went on to emphasise.

The technology industry aims to lift job numbers, increase revenue and most importantly to boost exports. Including jobs in the defence sector, the industry's employment numbers compare favorably with the finance and insurance industry and far outweigh those in mining ventures.

SA-designed and built electronic and ICT systems are in demand world wide in communications, transportation, wine and food production, defence, medical and scientific and in virtually all industry sectors.

SA companies that typify this sentiment are taking part in the Hong Kong trade mission and include

- Zarloc,
- WallCann,
- ACGlobal,
- Neuplex
- Soniclean
- Core Medical and
- Squiz Mix.

Technology companies who would like to take part in the Technology Industry Association trade mission should contact Christine Cromarty on 08-8272 5222.

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**The TIA Hong Kong trade mission is proudly supported by the
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