



Media Release

Friday 12 June 2009

Aussie IT firms arrive *en mass* for CommunicAsia 2009

Australia will field a record number of participants at this year's CommunicAsia - the region's largest information and communications industry event. Nearly 100 representatives from 44 Australian companies, industry associations and trade support agencies will be in Singapore next week to attend CommunicAsia 2009.

CommunicAsia showcases the latest trends in the ICT industry to key decision makers from the Asia-Pacific. Reflecting the significance of the event for Australia's ICT industry, there will also be nearly 20 representatives of Australia's trade commission (Austrade) attending CommunicAsia 2009, including executives from Austrade's office in Australia, Hong Kong, Indonesia, Malaysia, The Philippines, Singapore, Thailand and Vietnam.

The Australian presence will be centred at the 111m² Australian Pavilion, which houses 18 exhibitors including two state governments (South Australia and Victoria), and the adjacent NICTA Pavilion, which appears at the event for the first time this year.

NICTA – nicta.com.au – is Australia's national ICT research centre of excellence. Its pavilion will be showcasing 12 new cutting-edge Australian technologies that have been developed into products for the commercial market. NICTA's Chief Executive Officer will be in Singapore for CommunicAsia and will be available for interview.

The Australian contingent will include many Australian companies who have previously attended CommunicAsia and achieved strong business outcomes from the event, as well as several new comers who are launching exciting, innovative new technologies in Singapore – including many that are being seen outside of Australia for the first time

The steady increase in technology spending by Asian companies, despite the global economic downturn, is creating opportunities for Australia's information technology (IT) firms.

"The good news is that emerging economies in the Asia-Pacific are continuing to invest in technology" says Austrade's Regional Director for South East Asia, South Asia and the Pacific, Mr David Twine.

"Although IT spending in the region (Asia-Pacific excluding Japan) is down from last year, it is still expected to grow by 5.8 per cent to nearly US\$196 billion this year*," says Mr Twine.

A recent International Data Corporation (IDC) survey of 1645 Asia-Pacific companies indicated that over the next 18 months, more than 30 per cent intend to increase spending on software with only six per cent planning reductions.

Mr Twine says, "Asia-Pacific businesses are well placed to navigate the downturn or recover faster due to the region's robust economic growth over the past decade.

"To remain competitive, more Australian businesses are investing in information and communication technology (ICT) projects that are critical to achieving productivity gains and long term growth. Economic stimulus plans announced by governments in the region are also generating new prospects."

CommunicAsia is an integral part of Austrade's strategy to boost Australia's ICT exports to the region.

"The Asia-Pacific includes Australia's biggest export markets for IT goods and services: New Zealand, Hong Kong, Singapore and Japan. South East Asia is also a major export destination. In 2007-08, Australian ICT exports to ASEAN member countries reached \$505 million, a 21 per cent increase from the previous year.

"The ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA) is expected to further enhance market opportunities when it comes into effect early next year," he says.

Austrade's Singapore-based IT Industry Team Leader, Ms Julianne Merriman says, "Australian companies enjoy a strong reputation for innovation, specialisation in niche technologies and quality of service around the Asia-Pacific.

"Other areas of focus include business intelligence, enterprise applications such as ERP (enterprise resource planning) and CRM (customer relationship management) and mobile services," she says.

MEDIA OPPORTUNITY

Media are invited to attend an informal morning tea welcome reception for the Australian contingent for CommunicAsia 2009.

Australian company executives and senior Austrade staff will be available for interview.

WHAT	Welcome for Australian contingent at CommunicAsia hosted by Austrade
WHEN	10.30am, Monday 15 June
WHERE	Australian High Commission, 25 Napier Road
RSVP	Registration is essential - please email Ms Jasmin Seah (see below)

For requests for interviews, tours of the Australian Pavilion or for further information, please contact:

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* IDC, December 2008