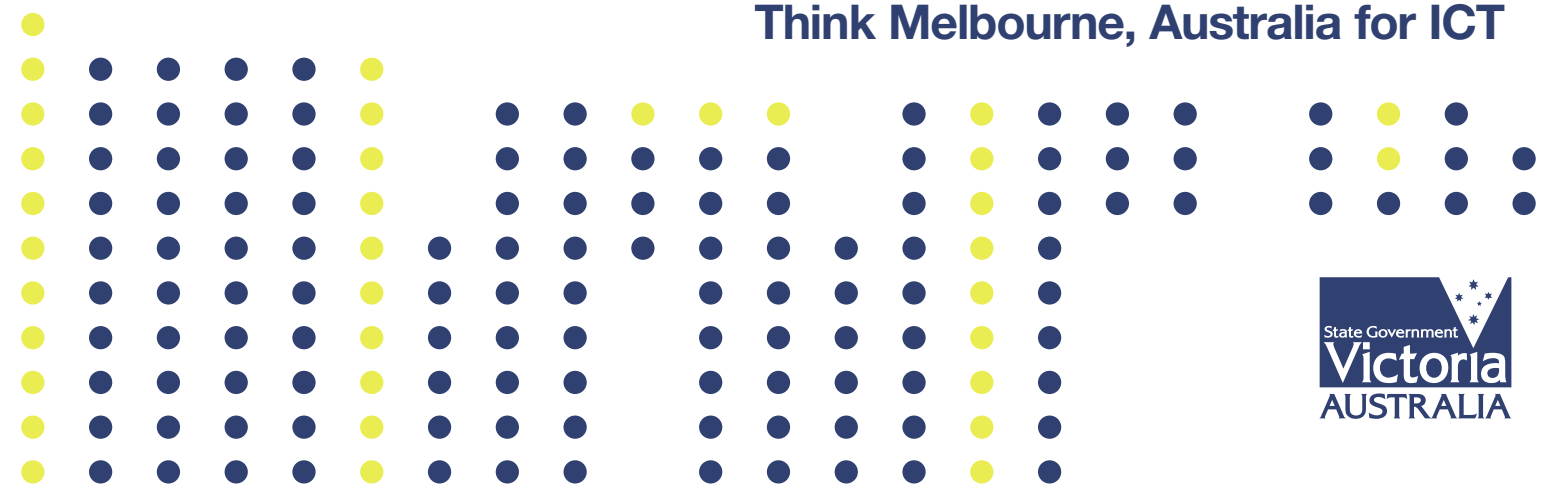


Victorian Government ICT Trade Mission to Israel

22-28 April 2006

Think Melbourne, Australia for ICT





Minister's Message

I am delighted to be leading a Trade Mission of Victorian ICT companies to Israel and to have the opportunity to highlight the tremendous strengths of Victoria as an investment location and an internationally competitive source for innovative ICT products and services.

The State of Victoria's AAA rated economy is larger than that of Singapore, Malaysia and New Zealand. It constitutes almost 25% of the national economy, with Victoria contributing almost US\$160 billion dollars to Australia's annual GDP. Over the past ten years, Victoria's compound economic growth per annum over was 3.7% and forecasts see a continuing growth trend with business investment at an all time high.

Victoria has a dynamic, globally-focused ICT industry that accounts for one third of the Australian ICT workforce. The state's ICT sector attracts US\$16 billion in annual revenue and exports more than US\$726 million annually.

The ICT sector in Victoria is embedded in a strong culture of innovation and collaboration, with world-class research institutions and leading universities. Victoria has almost half Australia's private sector investment in R&D, with US\$193 million spent on ICT research and development in Victoria each year.

Our highly skilled and innovative workforce is a major driver of ICT industry growth and a key attraction for international business investment. With 21 primary languages spoken in Melbourne homes, from almost every continent – as compared to 13 in London or four in Singapore – Victorians are truly some of the most culturally diverse people on the planet, able to service the globe.

And they are also some of the most highly educated in ICT. Victoria produces the largest number of science, engineering, electronics and computer graduates in Australia and produces more new graduates per capita in biotechnology and IT than Canada, the US or Japan.

Victoria is globally competitive in several specialist international ICT markets. Over the years, our local ICT companies have worked hard to develop a reputation for quality, cost-effectiveness and commitment, building on local collaboration on significant global contracts.

The Victorian Government recognises the importance of a strong strategic relationship between Australian and Israeli companies and that is why Victoria is delighted to be the home a number of Israeli companies in the ICT sector. These include ClickSoftware, Ex Libris, Gilat, Rad Data, Radware, Shiron, Sunguard, Tescom and Wizcom Technologies. Australia also sells a range of products to Israel including knowledge based exports such as biotechnology, medical technologies and related services.

With a strong and active Jewish community, Australia has close relations with Israel. These historical ties between the two countries have played an important role in the development of trading ties between Australia and Israel.

Facing similar challenges in areas such as environmental and water sustainability, Victoria and Israel are both positioning themselves as knowledge-driven economies for the 21st century.

The Victorian Government is highly committed to supporting industry and the research community to enhance the successful commercialisation of innovative technologies and scientific discoveries. To build on the mutual strengths, common challenges and existing relationships which already exist between Victoria and Israel, VISTECH, the Victoria-Israel Science and Technology R&D Fund, was developed.

I am eager to forge ongoing partnerships between Israeli and Australian companies, and I look forward to meeting you and introducing you to the capabilities of our highly innovative ICT companies.

Marsha Thomson MP

Victorian Minister for Information and Communication Technology

Victoria's Information and Communication Technology (ICT) Industry

Victoria's homegrown ICT companies have developed a global reputation for quality, cost-effectiveness and commitment. This reputation has been built over many years and is based on the track record of local companies that have collaborated on significant global contracts.

Profile of the Victorian ICT industry

- Employs approximately 30 per cent of Australia's ICT workforce
- US\$15.7 billion annual revenue
- Exports more than US\$700 million annually
- Around US\$189 million annual expenditure on ICT R&D

Victorian ICT capabilities

The Victorian ICT industry is an important contributor to the economic performance and wealth of the State and is embedded in a strong innovation culture with world-class research institutions and leading universities.

Victoria is globally competitive in a number of areas including:

- **Telecommunications** - This is a key strength for Victoria, taking in the provision of telephony and data services. It encompasses the operations of Telstra, Optus, Primus and other carriers and represents a large proportion of the ICT employment and revenue for the State.
- **Niche software and services** - This sub-sector includes the provision of ICT consultancy services and the installation, integration and maintenance of business ICT systems as well as the development of software servicing specialised industry sectors such as financial services, health and transport. It encompasses companies currently operating in Victoria including IBM, EDS, Infosys and Oakton Ltd. It also includes companies such as Retail Directions Pty Ltd, Ocean Software Pty Ltd and Aconex Pty Ltd that have successfully developed vertical applications for specialised markets.
- **Web applications software** - Victoria's strength in web applications is enhanced through expertise in two of the major development platforms – the Java-based J2EE and Microsoft's .NET as well as more general capabilities in open source software. Victoria has a substantial base of

development capability in these platforms, including three industry clusters with a combined membership of around 300.

- **Electronic games** - Victoria is home to most of the Australian games industry with production companies such as IR Gurus Interactive, Torus Games and Tantalus Interactive, the national headquarters of the Game Developers' Association of Australia and the annual Game Developers' Conference.

The Victorian ICT industry has particular strengths in ICT skills and R&D. Victoria is the leading producer of ICT skills with the highest proportion of university enrolments across Australia and strong overseas enrolments. Recent research suggests Victorian private sector ICT R&D accounts for more than 40 per cent of the national total. The strength of the local higher education sector and the graduates that it produces remain key reasons for international companies to locate in Victoria, as well as high levels of experienced local and migrant ICT workers.

Reflecting this, today Victoria is home to significant local and international businesses. These include the establishment of the Global Headquarters and Operations Centre of Computershare — a leading provider of registry services and solutions — in Abbotsford in 2003, which brought more than 1,250 new jobs to the State. Significant other investments have included Hewlett-Packard, IBM, SingTel Optus, Foxtel, TCS, Birlasoft, Pacific Internet, Bosch, Hitachi and Fujitsu (Atos) and significant R&D investments by NEC, Computer Associates, Satyam, Infosys and Daintree Networks.

For further information on ICT clusters and networks go to:

Games

www.mmv.vic.gov.au/games

eLearning

www.mmv.vic.gov.au/eLearning

Victorian Microelectronics Designer Network

www.mmv.vic.gov.au/microelectronics

Victorian Photonics Network

<http://www.vpn.net.au>

Intelligent Transport Systems (ITSVic)

<http://www.mmv.vic.gov.au/IntelligentTransportSystems>

Victoria.NET

www.victoriadotnet.com.au

Open Source Victoria

www.osv.org.au

RFID Association of Australia

<http://www.rfidaa.org/>

Victorian Women in ICT Network

<http://www.vicictforwomen.com.au/>



Victoria and Israel Links

With a diverse range of local and overseas companies, world-class infrastructure, a highly skilled and motivated workforce and status as the centre of Australia's innovation system, Victoria is in an excellent position to partner Israel across a varied range of industry sectors.

Victoria is a niche player in several key international ICT markets, including:

- banking products (including smart cards and eftpos);
- broadband equipment and software;
- computer games;
- intelligent transport systems;
- eLearning (systems and contents);
- photonics;
- e-governance projects; and
- long distance interactive technologies for education and medicine.

Israel is an important source of knowledge transfer for Victoria. It has been very successful at commercially exploiting its knowledge capital through strong links between educational institutions and innovative enterprises.

Companies worldwide are engaged in a growing array of strategic alliances in order to acquire the technological capacity to maintain competitive advantage. In this context, there is much untapped potential for Victoria-Israel collaboration, including:

- Improved business and trade relationships between Victoria and Israel, including enhanced access to European and North American markets through Israeli networks, and enhanced access to Asia Pacific markets through Victorian networks
- A stronger local science and technology industry through access to early development capital for joint projects
- Leveraging complementary capabilities in areas such as stem cells, cell therapy, synchrotron science and water treatment technologies as well as sharing related risks.

The Victorian Government is highly committed to supporting industry and the research community to enhance the successful commercialisation of innovative technologies and scientific discoveries. For example, Victoria offers one of the most attractive and valuable propositions for Research and Development (R&D). It is based on cost and quality of location ratings, with a strong economic operating environment, relatively low R&D costs, highly developed infrastructure and a supportive regulatory environment.

VISTECH, the Victoria-Israel Science and Technology R&D Fund, was officially launched on 7 December 2005 in Melbourne, Victoria. VISTECH will fund up to 50% of the eligible joint R&D costs of Israeli-Victorian market-oriented projects in areas like biotechnology, water, environmental technologies, healthcare and advanced manufacturing. The establishment of VISTECH had been driven by Israel and Victoria's common focus on building innovative, knowledge-driven economies. VISTECH commenced in 2006 with Israel and Victoria each providing US\$1 million each year over three years with grants of up to US\$500,000 available for approved projects.

VISTECH was developed to build on the mutual strengths, common challenges and existing relationships between Victoria and Israel. Victoria is the first Australian state to sign such an agreement with Israel.

Victoria is home to around 20 Israeli companies of which half are from the ICT sector. These include ClickSoftware, Ex Libris, Gilat, Rad Data, Radware, Shiron, Sunguard, Tescom and Wizcom Technologies.

Australia's imports from Israel include telecommunications equipment and fertilisers. Further the innovations of the kibbutz movement have enabled Israel to become a leading exporter of agricultural technology and knowledge.

Australia sells a range of products to Israel including knowledge-based exports such as biotechnology, medical technologies and related services. There's much innovation and opportunity for investment. In 2004-05, Australia's merchandise exports to Israel were worth around US\$126 million while imports from Israel were worth around US\$425 million.

Australia has close relations with Israel which are supported strongly by Australia's active Jewish community. Australia was the first country to vote in favour of the 1947 UN partition resolution and the Australian Embassy was opened in Tel Aviv in 1949. Australia's historical ties to Israel have played an important role in developing trading ties between the two countries.

Victoria and Israel both face similar challenges in areas such as environmental and water sustainability, and both are positioning themselves as knowledge-driven economies for the 21st century.



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3e is an English Language Learning company that delivers online solutions to accelerate the process of learning English.

Based on language teaching methods used at the Accelerated Language Learning Centre (ALLC) in Melbourne, Australia, established for over eight years and the HELLO! (Helpful English Language Learning Online) programme has been built specifically for use in Asian countries. It is now intended to target other countries throughout the world.

The director, Sarah Coldwell, has lived in various Asian countries and taught English over many years. She has also focused on accent reduction teaching methods.

Her teaching methods accommodate various styles of learning so that the programme supports individual differences.

3e has developed the HELLO! programme for the Chinese market. The Hello! (Helpful English Language Learning Online) is a blended e-learning English language programme that has been specifically designed by a team of language experts to enable language learners to become proficient in English in the shortest possible time with minimum effort.

Adacel Technologies Limited

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Adacel is a leading developer of advanced simulation and control systems for aviation and defence. Established in 1987 and with systems in use in 30 countries, customers include the US defence forces, Federal Aviation Administration, Lockheed Martin, Airbus and air traffic authorities throughout the world.

The company is the world leader in air traffic control simulation for training and for research and planning, and was awarded the industry's largest-ever ATC Tower simulator program by the US Air Force.

Adacel is also a world leader in datalink-based air traffic management automation software for Oceanic airspace, including for the US FAA's new Oceanic system.

Adacel is also being recognised for its industry-leading intelligent speech-driven systems for cockpit and simulator automation and is working with Lockheed Martin on the Joint Strike Fighter program.

Adacel also develops simulation systems for related markets, including airport driver training systems and security control room simulation systems.

Intazaar

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Intazaar is a new business combining advanced profiling technology to deliver targeted and highly effective online advertising services. It specialises in mobile communications to mobile users for the purpose of enterprise promotions, management, client and office communication.

Intazaar.com.au is an Australian website, launched in September 2005, and is used to demonstrate the intazaar platform. Intazaar.com.au has experienced rapid growth in the short time it has been online. Using Intazaar's business model the site has been able to attract 120,000 unique subscribers within the space of 6 months and it generates over 1.5 million page impressions per month. The site is now ranked 13th in terms of similar mobile entertainment destinations and is within the top 1% of active Australian websites.

Intazaar is currently looking for complimentary content for delivery via the internet or mobile networks.

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Lochard is an Australian company founded in 1991, which has become a world leader in airport information systems.

The company has subsidiaries in USA and Europe and specialises in providing technologies and services to optimise airport and airspace capacity including airport noise monitoring and flight track management solutions.

Lochard has installations at over 130 airports around the world, spanning 25 countries. Airports include Chicago, Los Angeles, London Heathrow, Amsterdam, Hong Kong, Sydney and Tel Aviv.

MAP Venture Partners

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In 2005, MAP Venture Partners Pty Ltd, (MVP), was formed to satisfy a need in the market in providing management services to early stage technology companies that delivers integrated strategy, technology, team and capital formation expertise to assist them to launch and grow their businesses efficiently and successfully.

MVP is dedicated to integrity, and strives to do business in an entrepreneur-friendly and hands-on manner. MVP's aim is to be the first firm entrepreneurs think of when they look to create their new businesses. MVP brings a powerful set of resources to such a partnership. Unlike most Venture Capital firms, whose teams consists of people with pure finance backgrounds, the partners in the MVP firm have senior-level global management operating experience. As well as senior management experience MVP has direct operating experience with early-stage and start-up companies. MVP is committed to striving to find, fund, and enable entrepreneurs to turn their ideas into successful commercial enterprises.

MAP Venture Partners current portfolio of client companies include those specialising in: web analytics, mobile analytics, mobile content, mobile applications, logistic software, asset location, and MIMO antenna technology.

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SIAG Commerce Solutions Pty Ltd specialises in providing commercial solutions to the Healthcare Market both here in Australia and overseas especially in South Africa.

Advising on the commerce and supply chain of health services SIAG configured a hospital industry specific application called HARP which is accessed by broadband, delivering 21st century technology to the health sector. The application is especially suited to hospital owners with multiple campuses.

Currently SIAG is designing and testing a Secure Medical Information Network (SMedIN) for roll out into the primary care space (doctors consulting rooms) creating an electronic health record at the point of care. SMedIN will provide the primary patient record in the Hospital Patient Admin System (PAS).

PARTICIPANTS

Deakin University	Victoria University	Computer For Every Child
<p>Professor John Rosenberg Deputy Vice-Chancellor (Academic) Deakin University Waterfront Campus Gheringhap Street Geelong 3217 Victoria Australia T +61 3 5227 8509 M +61 418 253 001 F +61 3 5227 8510 E johnr@deakin.edu.au W www.deakin.edu.au</p> <p>Deakin University is a large, multi-campus university with more than 35,000 students and approximately 3,000 staff. Deakin was established as a university in 1974 in the fast-growing Geelong regional area of Victoria some 80 km from the capital, Melbourne. It now has vibrant campuses in Geelong, Melbourne and Warrnambool.</p> <p>Reflecting its origins outside a main metropolitan area, today around 35% of Deakin's students study in "off campus" mode that does not require attendance on campus. This flexible method of study is supported by the highest quality distance education delivery systems and online materials.</p> <p>Deakin's mission is to be recognised as Australia's most progressive university. It has a strong international focus and the professional orientation of its programs, its numerous and varied partnerships, its rapidly increasing research profile and its successful use of technology for teaching make the University a leader in the provision of contemporary education.</p>	<p>Professor Jugdutt (Jack) Singh Professor of Microelectronics Victoria University P. O. Box 14428, Melbourne 8001 Victoria Australia T +61 3 9919 4220 M +61 (0) 411 476 976 F +61 3 9919 4908 E Jack.Singh@vu.edu.au W www.vu.edu.au</p> <p>Victoria University is one of Australia's largest universities with over 50,000 students and 3000 staff. The University has 11 campuses in Melbourne with over 100 overseas partners.</p> <p>The Faculty of Health, Engineering and Science and the Centre for Telecommunications and Microelectronics offer a number of industry-focused education and research opportunities in ICT.</p> <p>The Centre for Telecommunications and Microelectronics has developed expertise and infrastructure to support R&D in wireless telecommunications, micro/nano-electronics and micro-technologies, particularly through strong partnerships with Government, industry and research centres both nationally and internationally. The major objective of the Centre is to create technologies for applications in medical and health care, environment, energy, defence and security and ICT sectors.</p> <p>The infrastructure support in the Centre includes industry standard design facilities, a test facility for integrated systems, based on Agilent 93000 SoC, RF test facility and a Product Realisation Centre.</p>	<p>Ms Nancy De Losa Consultant Computer For Every Child PO Box 4112 DC Footscray West 3012 Victoria Australia M +61 401 610 441 E nancydelosa@optusnet.com.au</p> <p>The 'Computer for Every Child' project in Australia is based on the same named project which was established in Israel in 1995 to assist in bridging the 'digital divide.'</p> <p>Focused on providing grades 3, 4 and 5 students from financially disadvantaged backgrounds with an internet-connected computer for use in their home (with linkages to their schools) and computer based training, the project aims to enable participants to develop computer literacy skills, whilst also enabling adult-child engagement, family and schools/community group engagement and related social benefits.</p> <p>A feasibility study is currently being undertaken to adopt / pilot the Israel program in Victoria. The aim is to have a pilot program that is likely to include:</p> <ul style="list-style-type: none"> • 400 young students and their families receiving a computer in their home, internet access and training • A number of schools playing a key partnership role in the implementation of the training program, as an augmentation of the education process for these disadvantaged children • An evaluation component to determine the pilot's success / outcomes and to ensure the delivery of a sustainable program moving forward <p>The project's long term goal is to build Victoria's/Australia's educational, social and cultural capacity through technology access, and thus if the pilot is successful, it is planned that the program will be rolled out to communities across Victoria and Australia from 2007.</p> <p>The Board's aim is to have the project funded by a combination of sources including Government, Not-for-Profit and Corporate sectors.</p>

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National ICT Australia (NICTA)

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National ICT Australia (NICTA) is Australia's premiere Information and Communications Technology research centre of excellence. Established by the Government of Australia in 2002, NICTA has established research nodes in Sydney, Melbourne, Canberra and Brisbane. NICTA's mission is to be an enduring world-class research institute in Information and Communications Technology that generates national wealth.

The NICTOR Water Management Sensor Network System Project has developed a sensor network platform, NICTOR, a next generation wireless sensor network platform for monitoring and controlling critical infrastructure. The platform is ZigBee and IEEE 802.15.4 compliant and comes with software for network configuration and control. It features self-forming and self-healing mesh, star and adaptive tree networks. The platform offers end-users significant advantages such as ease of deployment, easy integration of different sensors, minimal configuration, security, survivability and a low total cost of ownership.

The NICTOR platform is being deployed in a demonstration in central Victoria which is supported by the Victorian Government. The NICTOR platform will be used in the demonstration of smart water management systems. The platform will also be introduced into other applications such as the monitoring of oil and gas facilities, the environment and surveillance and security. This project will soon become one of NICTA's first spin-off companies.

Multimedia Victoria State Government of Victoria

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Multimedia Victoria is a State Government body that works closely with industry to establish Victoria, Australia as a global centre for information and communications technology excellence.

Victoria-Israel Science and Technology R&D Fund (VISTECH)

The Victoria-Israel Science and Technology fund (VISTECH) has been established to promote, facilitate and support joint market-oriented science and technology research and development projects between Victorian and Israeli entities that lead to new or improved products or services in the global market. The objective of VISTECH is to strengthen Victoria-Israel cooperation and ultimately the overall economic activity for the mutual benefit of both states.

For more information on partnering or funding support, please contact:

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