



# Media release

Minister for Information and Communication Technology

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## **VICTORIAN BUSINESS TECHNOLOGY ON SHOW IN JAPAN**

Victorian companies in the Business Software and Services industry will have the chance to showcase their products as part of the world's largest ever trade mission of Australian ICT companies to Japan, the Minister for Information and Communication Technology, Marsha Thomson said.

Ms Thomson has arrived in Japan to lead a delegation of 32 Victorian ICT companies and organisations for a series of high-level meetings with key Japanese companies in Tokyo, Kyoto and Nagoya and to attend the Aichi World Expo 2005.

Of the 32 organisations attending, there are six companies at the forefront of developing Business Software and Services in Victoria.

Ms Thomson said the trade mission would promote the strengths of Victoria as an investment location and an internationally competitive source for innovative products and services, especially those in the Business Software and Services industry.

“Through the Japanese trade delegation, the Bracks Government is helping the Victorian Business Software and Service industry to become a national leader and international contender in the provision of business management applications,” Ms Thomson said.

Victorian business software and services companies participating in ICT trade mission to Japan include Agentis Software, Bravura Solutions, ClickStream, e-CentricInnovations, Solution.e and SaiSoh.

Ms Thomson said the delegation would give Victorian businesses, such as *Clickstream* and *Solution.e*, the opportunity to better understand Japanese business requirements and to work towards new international partnerships in the use of their technology.

Melbourne-based consultancy *Clickstream* will focus on showcasing their customer data-driven solutions for large companies with a high volume of data in manufacturing, retail, banking, media and telecommunications – all areas identified as important to the Japanese market.

*Solution.e* offers a specialist content management system providing world-class online business solutions to help streamline processes, reduce operational costs and enhance business and marketing activities. The product, SeamlessCMS, provides a comprehensive content management solution that provides functionality, intuitive ease-of-use and fast time-to-market.

With clients including Toyota Australia, Motorola and Dunn and Bradstreet Australia, *Solution.e* now aims to establish Japanese distribution and channel partners for the product to be utilised in Japanese businesses, government and educational institutions.

Ms Thomson said the Business Software and Services delegates would benefit from the opportunity to participate in a specially tailored program of business development activities and liaise with relevant businesses in Japan. There will also be a number of networking functions.

“The trade mission is another tangible way that the Bracks Government is providing opportunities to grow the ICT industry in Victoria through building business relationships with our Japanese counterparts,” Ms Thomson said.

“The companies involved are participating through Multimedia Victoria’s Trade Fairs and Mission program, which provides financial assistance for Victorian ICT companies with less than 200 employees to attend recognised overseas trade fairs and missions.

“This important Victorian Government program is encouraging Victorian companies to take their products to the world.”

The Aichi World Expo – ‘Exposition of Global Harmony’ – will take place from March to September 2005 with more than 120 countries participating. The Expo is expected to attract 15 million visitors.