



Media release

From the Minister for Information and Communication
Technology

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VICTORIA SET TO IMPRESS BIG BUSINESS IN DUBAI

Dubai will get a first-hand glimpse of Victoria's world-class ICT innovations at one of the world's largest and longest running ICT trade shows, Minister for Information and Communication Technology, Theo Theophanous has announced.

Mr Theophanous said that 17 Victorian companies will be showcasing their best work in Dubai this week, at GITEX Technology Week.

"The Middle East and North Africa make-up one of the world's fastest growing ICT markets and it is important that we support our high-calibre Victorian ICT companies to get in on the action and secure their market share," said Mr Theophanous.

"It's the second year the Victorian Government has provided financial support for a local ICT delegation to Dubai, with GITEX attracting over 133,000 trade visitors from 119 countries last year.

"As a direct result of last year's trip, two of our local companies, Senko Advanced Components and SourceDynamix, will be opening offices in Dubai and we are seeing some fantastic local success stories in the region.

"With ICT spend in the Middle East and North Africa expected to reach more than US \$13.4 billion by next year, the Brumby Government is keen to continue supporting our ICT industry leaders to go ahead in leaps and bounds."

Already winning contracts in the booming construction sector in the region, Melbourne-based company Aconex, is one of the organisations taking part in the Victorian ICT trade mission this year.

"Uptake of this home-grown technology is doubling each year, with Aconex now delivering ICT solutions to huge projects including the Dubai Metro rail system and the \$40 billion Yas Island development in Abu Dhabi," Mr Theophanous said.

"Microlistics is another Victorian firm exporting ICT systems to the Middle East, with projects underway in Qatar and Dubai, and Victorian software developer Inzenius is winning contracts in the health and hospitality sector in the region.

"Victorian ICT clearly has world-class products and services to offer and there is enormous potential for our companies to export their wares globally.

"To support Victorian companies access lucrative international markets, the Brumby Government's ICT Trade Events and Export Assistance Program provides financial assistance for Victorian companies to attend prestigious trade fairs worldwide.

"Since 1999, this successful program has supported more than 460 local companies travel to more than 40 countries, facilitating more than \$1.6 billion in expected exports."

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The program is a key plank in the Victorian Government's *ICT Industry Plan, 2005-2010*, designed to continue to grow the local sector domestically and globally.

GITEX Technology Week, Dubai opens on 8 September. A list of the 17 Victorian companies attending the trade fair is below.

**Victorian Government ICT Trade Delegation
GITEX Technology Week, Dubai**

Aconex	Online information management for construction & engineering projects
Clearhouse Technology	Second hand, used computer products
Hardcat	Fixed asset management software
Inzenius	Online human resources management software
iP3 Systems Ltd	eCommerce, supply chain, sales, procurement, B2B, B2C
Kingfisher International	Fibre-optic test equipment
Microlistics	Warehouse Management software and systems
NeoProducts Pty Ltd	Self serve kiosks including music and photography
Ng Technology Pty Ltd	Data communication, fibre and smart home residential wiring / wireless automation solutions
SECUREemergency	Facility management program and online training materials
SENKO Advanced Components	Fibre to the home solutions
Silvertongue	Headsets for acoustic safety and contact centres
Soft Business Services	Online courseware delivery software for self paced e-learning
SourceDynamix	Innovative solutions for bio-medical, bio-informatics & bio-energy applications
Torian	Manufacturer of wireless internet radio
Total Tel International	Telecommunications and payments software
Universal Trustees	Business software, internet telephones, Microsoft software as a service (SaaS), enterprise software for the disabled.