



# Media release

From the Minister for Information and Communication  
Technology

Tuesday, 9 October, 2007

## SHANGHAI CENTRE STAGE FOR HI-TECH VICTORIAN COMPANIES

More than 20 innovative Victorian ICT companies will touch down in China this week for one of Asia's biggest and potentially most lucrative trade expos, CeBIT Asia Shanghai, the Minister for Information and Communication Technology, Theo Theophanous, announced today.

"Specialised Victorian ICT companies focussing on areas such as mobile technology, digital media, web development, eLearning and content management will be getting a slice of the action as they showcase to a global audience," Mr Theophanous said.

Organisers expect more than 70,000 business visitors through the doors of the Shanghai New International Expo Centre between October 10-13, with cutting edge products and services from more than 2000 global exhibitors on show.

"The Brumby Government's ICT Trade Events and Export Assistance Program is making it possible for home-grown ICT companies to showcase their products and services at some of the most prestigious and important ICT conventions across the world.

"Since December 1999, this successful program has supported more than 480 local companies travel to more than 40 countries, facilitating more than \$1.7 billion in projected exports."

"Some of this year's participating Victorian companies are focussed on servicing the financial sector, making the trip more important because Shanghai has become a financial hub in Asia," Mr Theophanous said.

"China is one of the largest emerging ICT markets and this trade mission will give our local companies fantastic opportunities to open up new supply chains, gain new clients and network for future synergies and export opportunities.

"Victorian firm Challenger Momentum is doing just that by returning to CeBIT Asia for the second year, this time releasing their latest version of software package QualityNow, which will dramatically enhance the development processes of Chinese software firms.

Challenger Momentum's managing director, Peter Boudville, said that China has huge potential for their product offering and that the trade expo in Shanghai is the ideal platform to successfully compete in this market.

"As well as attending CeBIT Asia, Challenger Momentum, with fellow Victorian companies, iComply, Mid-Comp International and Enex TestLab, will be conducting a series of business meetings in Hong Kong, Kunming, Chengdu and Beijing," Mr Boudville said.

"We are all involved in the area of quality, auditing, compliance, testing and supply chain methodology and believe that together we have a very competitive product offering for the Chinese market."

Hanover Fairs Australia is the organiser of CeBIT in Australia, and Managing Director Jackie Taranto said a long term approach such as that supported by the Brumby Government allowed Victorian companies the best opportunity to develop effective business partnerships.

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Ms Taranto said this year's expo had an added strength of being co-located with CeMAT Asia – the largest logistics solutions event in Asia – and PTC Asia, an exhibition for power transmission and control systems.

“Having those three exhibitions under one roof is a powerful combination, especially for ICT companies seeking to establish business ties in China,” Ms Taranto said.

“These days it doesn't matter what industry you're in, ICT is an enabler, so it helps engage and grow all businesses whether it's in the automotive industry, health, manufacturing or banking and finance.”

**Victorian ICT companies attending CeBIT Asia include:**

Alliance Interactive  
ARES  
Biz Catalyst  
Blended Learning International  
Bravura Solutions Limited  
Business Intelligence Technologies  
Business Now Asia Pacific  
Catalyst Design Group  
Challenger Momentum  
Dynamic Hearing  
eb2b.com  
Enex TestLab  
FyberLynx  
Greentree Australis Productions  
iComply  
iMediate  
JS Network Services  
Kemeleon  
Mid-Comp International  
Netagi  
OHS Centre  
Open Windows Australia  
Space-Time Research  
Thaddeus Errey  
The Dindima Group  
Torian Wireless  
Universal Trustees