



The Place To Be

Media release

From the Minister for Information and
Communication Technology

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VICTORIA'S 'YELLOWFIN' LANDS IN JAPAN

Victorian ICT solutions provider, Yellowfin International, is diving into the lucrative Japanese ICT market, signing a new deal worth up to \$8 million, the Minister for Information and Communication Technology, Tim Holding, said today.

Yellowfin, a leading provider of easy-to-use Business Intelligence solutions, has secured a major software distribution agreement with Japan's Kyocera Maruzen Systems Integration. The deal will see Kyocera provide business support, direct selling and channel sales, as well as support tailoring the products for the local market.

"This contract gives Yellowfin access to one of the world's largest and most advanced ICT markets, and further enhances the company's reputation as an industry leader in reporting and analysis software," Mr Holding said.

"The two companies met for the first time during the Victorian Government's ICT Trade Mission to Japan in April this year, beginning the discussions which led to today's agreement."

Additionally, a further \$4.95 million in local export deals are expected to emerge from the last ICT Trade Mission to Japan, including a major game development deal between Victoria's Tantalus Interactive and Japanese publisher Kemco, generating new business for the company and new jobs for Victoria.

"Coordinated trade missions open doors to grow our local businesses globally, and the Victorian Government keenly supports our ICT SMEs to make these fruitful international linkages," Mr Holding said.

Victorian ICT companies can gain financial support to exhibit and network internationally through the Victorian Government's Trade Events and Export Assistance Program. Since 2002, the program has funded 431 ICT companies to attend prestigious technology conventions in over 33 countries across the globe, returning reported exports of more than \$724.2 million.

"Taking our local innovative enterprises to the world remains a strong part of the Victorian Government's vision for the ICT industry, articulated in the *ICT Industry Plan 2005-2010*," Mr Holding said.

Founded in 2001, Yellowfin International is making a big splash globally. By focussing on delivering Business Intelligence software that is easy to use and integrate, Yellowfin has quickly established partners and clients throughout Europe, Asia and North America.

"We are delighted to have been part of the Victorian Government ICT Trade Mission to Japan this year," Glen Rabie, Yellowfin's CEO, said today.

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“We are grateful to the Victorian Government for the opportunity to take part in this highly successful trip. Events such as these really assist the local ICT sector to grow and succeed internationally.”