

News Release

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Hon Karlene Maywald

Minister for the River Murray

Minister for Regional Development

Minister for Small Business

Minister for Science and Information Economy

Minister Asst the Minister for Industry and Trade

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SA ICT COMPANIES URGED TO ENTER US MARKET

South Australian information and communications technology companies are being urged to focus on and develop the United States as a valuable export market, Minister Assisting the Minister for Industry and Trade, Karlene Maywald says.

“Although the local industry is predicted to have a healthy future, with industry turnover reaching \$5 billion this year, the longer term future depends on increasing our exports,” Minister Maywald said.

“Our local ICT sector is carving out its own niche position in what is a highly competitive global industry and it is successfully competing against national and international competitors.”

Minister Maywald said, at present, half of all of the SA industry’s revenue was generated from interstate and overseas sales.

“This is an excellent achievement, but it also an indicator of the industry’s future direction,” she said.

“The US represents the biggest potential market for technology companies and offers opportunities for specialised products and services, which our companies are good at developing.”

This year’s Gateway To The US Program was launched in Adelaide last night and has been organised by the Department of Trade and Economic Development and the Australia New Zealand America Technology Network (ANZAtech). It will begin a comprehensive education, training and mentoring program for technology companies wanting to enter or expand in the US market.

The program will culminate in the ANZA Technology Showcasing Conference in Palo Alto, California, from October 30 to November 1.

“Over five years, the ANZA conference has helped more than 20 South Australian companies involved with information and communication technology enter the US market,” Minister Maywald said.

“South Australia has about 1200 ICT companies employing 19,000 people.”

Minister Maywald said the State Government was committed to providing programs designed to improve business skills and increase exports.

“Adelaide is now ranked as one of the three most cost competitive cities for business in the world and we also have an 8.9 per cent after-tax business cost advantage over the US benchmark,” she said.

“It is especially important to note that Adelaide was rated as the equal second most cost-competitive city in the world for software and multimedia development.

“We must use these findings to our own advantage in competing in the global economy.”