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# ANZA TECHNOLOGY NETWORK

TECHNOLOGY  
NETWORK



## NEWSLETTER

March 2008

### From the CEO: More Than 500 Attendees at "Success in the US" Events in Australia and New Zealand

I am incredibly pleased by the overwhelming turnout we had for the ANZA/Southern Cross Venture Partners "Success in the US" tour of Australia and New Zealand. We certainly hope we brought value to the more than 500 of you who took part in these lively fact-finding sessions about accessing global market opportunities through the vast US channels ANZA and SXVP are prepared to explore with you.

My special thanks to so many of you in Australia and New Zealand who helped make this tour happen, particularly our hosts in each city. I'm also grateful to the contributions of **Dr. Larry Marshall** of SXVP and ANZA Network member and mentor **Sheryle Bolton** who shared their personal stories and boundless know-how on what it takes to succeed in the US with our Aussie and Kiwi network members.

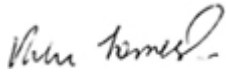
For those of you who were first-time ANZA event attendees, I welcome you to the ANZA Technology Network and hope you found this event an exciting sample of the type of information and leverage we can offer you through your continued involvement. For Network members who have attended past ANZA events, I hope you are as enthused as I am about the new alliances ANZA continues to form and the new and more lucrative directions we can now advise for you and your business.

And, for all of you who have e-mailed and called for more

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information about ANZA and our programs, please be assured that I will reply to each and every enquiry. I look forward to discussing your business and US market questions with you and hope you are encouraged by the continued strength of the US innovative tech market.



**Viki Forrest**  
CEO, ANZA Technology Network

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### **[ANZA Gateway to US Promotional Video Now Available](#)**

**Santa Fe Films** has produced a 1-minute promotional video of our **ANZA Gateway to the US** program. It's posted on our website homepage. You can view it by clicking [here](#).

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## [ANZA and Southern Cross Venture Partners Announce Platinum Partnership](#)

ANZA Technology Network is pleased to announce a formal strategic alliance with [Southern Cross Venture Partners](#). This Platinum Partnership is one of mutual support between ANZA and SXVP and its managing directors, especially **John Scull** and **Dr. Larry Marshall** who have been long-time ANZA Network members.

"There is a strong alignment in our missions and the talent and resources Southern Cross brings to ANZA's programs makes the Australian and New Zealand entrepreneur the winner," **Viki Forrest**, ANZA CEO said in a [press release](#).

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## [The Valley Beat: Viki Forrest Talks About the Current Business Climate in Silicon Valley](#)

Last month, prior to launching the "Success in the US" tour, ANZA CEO **Viki Forrest** had a chance to sit down with the Aussie Voice in Silicon Valley, **David Cannington's Valley Beat**. In spite of what you might hear about the US business climate, Viki shares a keen insight into why this is still a very good time for Australian and New Zealand entrepreneurs to bring their businesses to Silicon Valley. Click [here](#) and scroll down to "Interview with Viki Forrest" Vlog #19 to see this video interview.

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## [US Investors Open to Good Ideas](#)

While on the "Success in the US" tour, Southern Cross Venture Partner Managing Director **Dr. Larry Marshall** gave this interview to the *Australian Financial Review*. Read Larry's [comments](#) about why US investors are particularly intrigued by Down Under innovation.

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## [ANZA Program Feedback: A Participant's View](#)

**Raphe Patmore**, the CEO of [Buzka](#), the Perth company that's been generating a good deal of "buzz" since its participation in last year's [Gateway to the US](#), talks openly and frankly with [SKMurphy](#) in a February 19 interview. Raphe discusses his expectations before entering the Gateway program and his experience while attending the Summit in Silicon Valley as well as that of some of his fellow attendees. Raphe and Buzka's successful experience in the Gateway program led him to enter ANZA's next step--the [Fast Track to the US](#). Again, Raphe speaks candidly about his expectations, ANZA's delivery and the challenges that lie ahead ([read more](#)).

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## [Networks at Work](#)

### **Facebook Hires a Google Executive as No. 2**

[The New York Times](#) was just one of the many outlets reporting on the key Facebook hire of Google executive **Sheryl Sandberg** to be its Chief Operating Officer on March 5. The fact that Facebook founder **Mark Zuckerberg** met Sandberg at a Christmas party late last year, which led to a series of meetings resulting in the hire, is just another example for us to share with ANZA members about the importance of networking.

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## [ANZA Companies in the News](#)

**Monitoring Division, Inc.** has secured \$3.85M in Series A Funding from [Starfish Ventures](#). A recent spin-off of NICTA, Monitoring Division took part in the **Gateway to the US 2007** program and is now an **ANZA Fast Track Company**, headed by CEO **David Wright** and COO **Sarah Dods**. The company's first product is a ground-breaking Optical Signal-to-Noise-Ratio monitor that will help telecommunications OEMs and carrier customers better distinguish and rapidly measure the impairments caused by amplifier noise, improving the ability to manage next generation optical networks cost effectively. Monitoring Division is headquartered in Sunnyvale, CA and has an office in Melbourne.

**Send us your company news so we can report it to the 6,000+ ANZA Technology Network members in our next newsletter!**

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## **Announcements & Opportunities**

**CHIEF TECHNOLOGY OFFICER for ACONEX.** Position open in Department of Product, Systems & Corporate IT in Melbourne head office. Key responsibilities include: expanding, leading and managing team across its three main areas of engineering, technology and operations; defining strategy for system architecture, application development and rollout and maintenance of existing applications and systems; and full participation in the executive management team, working closely with the CEO and other executive team members. 10-15 years' experience developing, architecting and managing software applications, with at least 5 years building and managing large technical teams. Some experience with large 24/7 high availability systems highly regarded. Interested applicants should log onto [www.aconex.com](http://www.aconex.com) and click on the Careers tab. Enquiries to Finella Oakley 03 9240 0200.

**TECHFAST MANAGER, AUSTRALIAN INSTITUTE OF COMMERCIALISATION, VICTORIA.** Position open. Requirements include facilitating collaboration between industry and researchers; passion for helping leading edge businesses grow; working as part of dynamic national innovation network; and working with Governments to influence innovation policy. To read full description and apply, click [here](#).

**GROW USA -- IT JOBS IN THE USA.** Are you an Australian citizen? Do you hold a degree (or US equivalent)? Do you want to work in the USA? If the answer is 'yes', then chances are you qualify for the All Australian E-3 visa. Our US clients include consulting and recruitment companies who in turn have clients across North America. We also work with several end-clients, including Microsoft. Urgent requirements include, but are not limited to, .Net, #C, Java/J2EE; SAP Technical and Functional Consultants; Oracle Apps & Oracle DBAs; Oracle and Peoplesoft Consultants. For more information and the latest IT jobs, go to [www.growusa.com.au](http://www.growusa.com.au) or

email [info@growusa.com.au](mailto:info@growusa.com.au); call +61 424 177 944 .

**PARTNER AIRLINE** -- Air New Zealand has deals from the US to Australia and New Zealand. Also check out flights from Sydney, Melbourne and Auckland to San Francisco. Use the booking engine on the ANZA website [homepage](#) to book flights today. ANZA Network members planning trips to the US for ANZA events should contact Viki at [viki@anzatechnet.com](mailto:viki@anzatechnet.com) for your **exclusive discount code** good for roundtrip travel to and from the US.

**REVIEW OF THE AUSTRALIAN NATIONAL INNOVATION SYSTEM** -- A wide-ranging review of Australia's national innovation system has been launched by Sen. Kim Carr, the Australian Minister for Innovation, Industry, Science and Research (IISR). All innovative Australian companies are encouraged to read about the project and see how they can contribute. Click [here](#) for information.

**AUSTRALIAN AMERICAN CHAMBER OF COMMERCE** -- San Francisco chapter (includes Silicon Valley) meets every third Thursday of the month for networking and drinks at the King George Hotel, 334 Mason St. (at Geary) from 6 pm onwards. Open to all Australians and non-Australians in San Francisco and the Bay Area. The AACCC provides a variety of social, cultural and business platforms. Find out more -- click [here](#).

**WESTERN SYDNEY IT CLUSTER** -- A program of the NSW Department of State & Regional Development. Western Sydney's IT industry has 1,500 firms with an annual business turnover of more than \$3.5 billion. It represents the largest cluster of small and medium-sized IT firms in Australia. Find out more -- become a member: click [here](#).

**THE VALLEY BEAT** -- David Cannington hosts "the Aussie Voice in Silicon Valley" -- [The Valley Beat](#). David has interviewed several ANZA Network members on this video program -- most recently [ANZA CEO Viki Forrest](#).

**DATELINE MEDIA** -- Receive a daily dose of business, tech, life sciences, issues and trends from the USA with an Australian angle. [Subscribe](#) to Dateline Media's free condensed format email list and keep up-to-date on what's happening in the world's largest marketplace.

**FROM THE DESK OF CHRIS SHIPLEY** -- ANZA mentor, leader of Silicon Valley's prestigious Guidewire Group and executive producer of DEMO, Chris Shipley produces a monthly newsletter featuring her insights into the global technology market. Click [here](#) to subscribe.

**SOUTH FOOD+WINE BAR** -- Aussie and Kiwi ex-pats working in Silicon Valley are flocking to San Francisco's hip new restaurant showcasing the best of Down Under food and drink. [South Food+Wine Bar](#) features the cuisine of top chef Luke Mangan and a critically acclaimed wine list. Book your lunch, dinner or weekend brunch plans in advance -- South is a popular place!

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## [Calendar](#)

### **ANZA Events**

**MARCH 26-28, 2008** -- **Fast Track Summit** for second phase Fast Track companies. San Francisco, CA. Contact [Anna Moio](#) for details and registration.

### **Other Events**

**MARCH 31 - APRIL 2, 2008** -- Auckland, NZ. [NZBio Conference 2008](#). Enterprising Technologies -- Global Benefits is this year's theme as NZBio highlights the broadening impact of biotechnology across many industries and its growing importance to our future. For more details and to register, click [here](#).

**APRIL 2, 2008** -- Wallenberg Hall, Stanford University, CA. ["Financing Global Expansion: Helping Nordic VC-Backed Companies Expand"](#), hosted by Silicon Vikings. Panel discussion focusing on the challenges faced by Nordic VC-backed technology companies expanding into global markets, specifically Silicon Valley. \$25, includes wine and networking reception.

**APRIL 9, 2008** -- Redwood City, CA. SDForum presents ["Selling Your Patent"](#). Patent holders will learn how to maximize the value of their intellectual property assets by selling or licensing their patents and portfolios in this 3-hour seminar. \$20 for SDForum members; ANZA members enter discount code **Patent08** to attend for \$20.

**APRIL 9, 2008** -- Palo Alto, CA. SDForum in partnership with SAP presents "[Virtualization: The New Frontier](#)". Panel discussion on the future of virtualization in the delivery of service centric or cloud computing, the role of virtualization with respect to server, storage, network and application and a perspective on market opportunities for venture investors and entrepreneurs. \$20 for SDForum members; ANZA members enter discount code **AprilVirtualization** to attend for \$20.

**APRIL 10, 2008** --Mountain View, CA. "[The Future of the Mobile Device: An Aussie Entrepreneurs Perspective](#)". Sponsored by ADVANCE. Panel discussion featuring three Aussie entrepreneurs in Silicon Valley who are leading VC-backed companies in the mobile space. \$10 ADVANCE members; \$25 non-members.

**APRIL 15 & 17, 2008** -- Sydney & Melbourne. [Angel Connect](#). Hosted by Slattery IT. Come find out everything you need to know about Angel Investment -- meeting and attracting Angel investors; understanding the expectations and motivations of Angels; doing the deal; working together; and more. Ample opportunity to network and meet potential partners, investors, mentors and friends. \$220, includes GST. Click [here](#) to register for the Sydney session; and [here](#) to register for the Melbourne session.

**APRIL 17, 2008** -- Sunnyvale, CA. Plug and Play Web 2.0 Meetup Series. Monthly event showcases hottest and newest Web 2.0 companies -- this month's topic: "Mobile Web". For more information, click [here](#).

**APRIL 18-19, 2008** -- San Jose, CA. [Third Annual Silicon Valley Ruby Conference: Using Ruby and Rails for Innovation and Creativity](#). Two-day conference hosted by SDForum for Ruby and Rails programming language developers, interactive engineers, software developers, startups, IT managers and tech execs. \$219 for SDForum members; ANZA members enter discount code **Ruby08** to attend for \$219.

**MAY 12-13, 2008** -- Sydney, NSW. [AusMedTech 08](#). Australia's Medical Technology National Conference. This landmark conference will focus on commercialization, export-driven success of Australian medtech companies, innovation and development of a major, sustainable Australian industry focused on delivering high-quality, innovative solutions to medtech needs around the world. Click [here](#) for more information and registration.

**JUNE 10-13, 2008** -- Melbourne, VIC. Australia-China BusinessWeek. Part of BusinessWeek Expo. The People's Republic of China is currently Australia's second largest export destination and is experiencing growth that will make it one of the world's strongest economies in less than a decade. Australia-China BusinessWeek will provide high-profile and unique business events and functions designed to show you how your business can play a role. Click [here](#) for details.

**JUNE 17-20, 2008** -- San Diego, CA. [BIO International Convention](#) - the global event for biotechnology. Address your business challenges and share your vision. Hear Governor Arnold Schwarzenegger of California speak at Wednesday keynote event.

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### **E-Letters, Newsletters and More ANZA Events**

Look for our next newsletter in the beginning of May. We will continue to keep you updated with important information and program dates and announcements as they develop with our e-updates.

### **FOR MORE INFO**

ANZA Technology Network  
<http://www.anzatechnet.com/>  
Viki Forrest, CEO

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