



Information & Communications Technology

Australia is a recognised source of expertise in information and communications technology and is a world leader in the provision of technology solutions for government, eLearning and IT services. Wireless communications, intelligent transport systems, and electronic games are rapidly growing in capability.

Key Areas of Capability

- > eGovernment
- > Electronic games and other equipment
- > eSecurity
- > Banking and finance IT
- > Technology solutions for government
- > Telecommunications and wireless
- > IT enabling services

Leading Innovators

CSIRO, in conjunction with Macquarie University, developed chip technology for high speed communications over wireless local area networks. The spin-off company, Radiata Communications, was later sold in 2000 to Cisco Systems for US\$295 million.

Another example of Australian expertise in research and development is the new metadata and full text indexing search technology called "Panoptic", now commercialised through the Australian company Funnelback Pty Ltd.

Competitive Advantages

- > Nation of OCT 'early adopters'
- > Focus on ICT research and development
- > Skilled in developing solutions for a geographically-dispersed country
- > Highly-respected international reputation for a strong and resilient economy
- > Sophisticated and extensive telecommunications infrastructure
- > Strong level of government commitment to developing the nation's ICT industry

Australian IT companies with expertise in Hi-tech sectors and value added IT are seeking potential joint ventures with competitive Indian "input type" companies to develop novel products and services for the global market.



Australian ICT companies

> ContentKeeper Technologies

www.contentkeeper.com

ContentKeeper produces internet content filter that allows organisations to monitor, manage, control and secure staff access to internet resources. ContentKeeper has been collaborating with Indian companies since late 2002, and had initial help from Austrade.

"Austrade has been great with really handy, local knowledge and people on the ground," said Peter Wigley, Director, ContentKeeper. "Austrade found us potential partners. We're now working with tier-one internet service providers. We are getting a lot of interest from the top end of town, from the people who are in need of fairly serious web-filtering product in large networks.

> Surpac Mining Software International

www.surpac.com

Surpac set up offices in Chandigarh and Hyderabad for sales, support and software development. The company has successfully grown. It now has added A\$750,000 to the mining sector in India using its local operations.

> Attra Infotech Pty Ltd

www.attra.com.au

Attra have established a presence in Bangalore. Specialising in ICT consultancy for credit card services, Attra have delivered major credit card systems in VisionPLUS, Cardpac, Vision21 and other systems in India's finance sector.

Key resources and links

- > www.aiia.com.au
Australian Information Industry Association
- > www.aeema.asn.au
The Australian Electrical and Electronic Manufacturers' Association
- > www.aimia.com.au
Australian Interactive Media Industry Association
- > www.eiaa.asn.au
Electronics Industry Association
- > www.dcita.gov.au
Australian Government Department of Communications, Information Technology and Arts
- > www.investaustralia.gov.au
Invest Australia
- > www.investaustralia.gov.au
Invest Australia
- > www.agimo.gov.au
Australian Government Information Management Office
- > www.health-e-directory.com.au
Australian E-Health Directory

Austrade services

The Australian Trade Commission (Austrade) has a network of staff across India who can assist Indian companies to identify Australian expertise and connect you with the right people to expand your business.

Utsav Australia is an Australian government program managed by Austrade to raise awareness of Australian capability in India.

If you are thinking of expanding your business and would like more information on how to do business with Australia visit the Austrade website:

www.austrade.com or email Austrade on: utsavaustralia@austrade.gov.au

