

INDO-AUSTRALIAN

B U S I N E S S

Bilateral Trade Magazine for India & Australia

May-June 2006 Vol.3 Issue 3

Rs. 100/- A\$ 15

The Vibrant Spirit of Entrepreneurship

Focus:

India, Australia Partners in ICT

- Helen Coonan, Australia's ICT Minister

Event:

**CeBIT Australia 2006:
An Astounding Success**

Education:

**World-Class Learning in
Western Australia**

Tourism:

**Perth - Parks, Beaches,
Endless Adventure & Fun**

Distributed by:
New Media Communication Pvt. Ltd.
in partnership with **AUSTRADE & WATO**

Chairman: R.K. Prasad
Managing Editor: Satya Swaroop
Director: B.K. Sinha
Group Editor: Dev Varam
Consulting Editors: Prabhu Sinha,
Rajiv Tewari & Archana Sinha
Account Asst.: Vrunda Gurav
Circulation: Jawaharlal

Art Director: Santosh Nawar
Visualizers: Maya Vichare &
Sagar Banawalikar
DTP: Nilima Kadam
Photographer: Bilal Khan

BRANCHES:

Kolkata:

Anurag Sinha, Branch Manager, A-7/1,
Satyam Park, 2nd Lane, Near 3A Bus Stand,
Thakurpukur Kolkata- 700 104
Tel: 098300 15667, 033-24537708
Email: anurag@newmediacomm.biz

Ranchi:

Dr. Shambhu Prasad, 22 Anjuman Plaza,
2nd Floor, Main Road, Ranchi- 834001
Tel: 0651-3095103, Telefax: 2246742

Pune:

Geeta Khaladkar, Regional Head,
Sahyog Apartments 508, Narayan Peth,
Patrya Maruti Chowk
Pune 411 030. Telefax: 020 24454642
Email: pune@newmediacomm.biz

Thiruvananthapuram:

Murugan, Branch Manager,
TC-27/1749(3), PERA - 70, Vanchiyoor,
Thiruvananthapuram
Tel: 09447555222, 0471-5540888
Email: murugan@newmediacomm.biz

Australia Office:

Advisor: Shabbir Wahid
swahid@asiaworld.com.au

Perth Office: Bandhana Kumari Prasad,
129 Camboon Road, Noranda, Perth, W.A. 6062
Tel: 0061 892757447.
Email: bandhana@newmediacomm.biz

International Marketing:

G. Biju Krishnan
E-mail: biju@newmediacomm.biz

New Media Communication Pvt. Ltd.,
B/302, Twin Arcade, Military Road, Marol,
Andheri (E), Mumbai - 400 059 India
Tel: +91-22-28516690 Telefax: +91-22-28515279
E-mail: enquiry@newmediacomm.biz
www.newmediacomm.com

Office of the Australian Consulate General
36, Maker Chamber VI, 220 Nariman Point
Mumbai - 400021.
Tel: +91-22-56692000, Fax: +91-22-56692005
www.austrade.gov.au/India

The news items and information published herein have been collected from various sources, which are considered to be reliable. Readers are however requested to verify the facts before making business decisions using the same.

Printed & Published by
Veerendra Bhargava and printed at M/s Young Printers,
A-2/237, Shah & Nahar Industrial Estate, Lower Parel,
Mumbai - 400 013. Tel: 9820289696 and published from
B-302, Twin Arcade, Military Road, Marol,
Andheri (E), Mumbai - 400 059.
Editor: Satya Swaroop

Issue n This

Cover Story

The Surge in Indo-Australian
Bilateral Trade
The Vibrant Spirit
of Entrepreneurship



06

10



Focus

Vast Scope for Joint Bidding
for Global Projects
India, Australia
are Partners in ICT

ICT News

iAwards 2006 for Excellence
Celebrating Queensland's
Entrepreneurial Spirit



16

28



Success Story

Satyam, World's No 2
Outsourcing Vendor

Education

World-Class Learning
In Western Australia



32

34



Tourism

Perth: Parks, Beaches,
Endless Adventure & Fun



Dear Reader,

Greetings. Bilateral trade between India and Australia has been thriving. While the governments of both countries are doing their best to facilitate mutual cooperation in a variety of fields, their respective business communities are enthusiastically taking advantage of the investment opportunities offered by either side. A heartening development in Indo-Australian relations is the emergence of Indian entrepreneur as an investor. Many enterprising Indian companies are investing in Australia. Similarly, many Australian companies are investing in India. We salute their entrepreneurial spirit. The cover story of Indo-Australian Business is about the men and women who made it possible for the two-way trade to touch \$ 9.4 billion in 2005-06, which is expected to soar well above the \$10 billion mark in 2006-07. One significant area in which both India and Australia have excelled is the knowledge industry. India has emerged as a leader in the Business Process Outsourcing (BPO) and the Information Technology enabled services (ITES). Australia's Information and Communication Technology Industry (ICT) offers tremendous strategic advantages to Indian IT software companies to set up shop and expand. Satyam Computers, Infosys and Tata Consultancy Services (TCS) are among Indian software companies, which have set up Australian operations. The focus of the current issue is on the ICT industry, which is global in its applications. It is but natural that Australia's Minister for Information and Communication Technology Helen Coonan is keen on Indian and Australian IT companies joining hands as partners in bidding for global projects. In this context, we present an address by Coonan at a luncheon hosted by the Australia India Business Council to a NASSCOM delegation that visited Sydney recently to participate in the CeBIT Australia 2006 exhibition. The annual CeBIT Australia show has grown from strength to strength over the last five years to emerge as one of the most popular ICT shows in the world. We present a report. iAwards for Excellence are prestigious awards, instituted by the Australian Information Industry Association. And this year a number of Queensland's companies have won these awards, indicating the levels of their development in the IT sector. The issue carries a report. India is the second largest source country for international students in Australia, and Australia is the third most popular destination for Indians seeking education abroad. Links between Australian universities and Indian institutions continue to develop. Western Australia has a number of prestigious universities that offer world-class education. We present Perth as a center of education. Perth and its picturesque surroundings are also the most sought-after tourist destinations in Western Australia. We carry a report. All these plus our regular features make the current issue a pleasure to read.

Wish you happy reading

A handwritten signature in blue ink, appearing to read 'Satya Swaroop', with a long, sweeping horizontal line extending to the right.

Satya Swaroop

Managing Editor

satya@newmediacomm.biz

The Surge in Indo-Australian Bilateral Trade

The Vibrant Spirit of Entrepreneurship

By Dev Varam

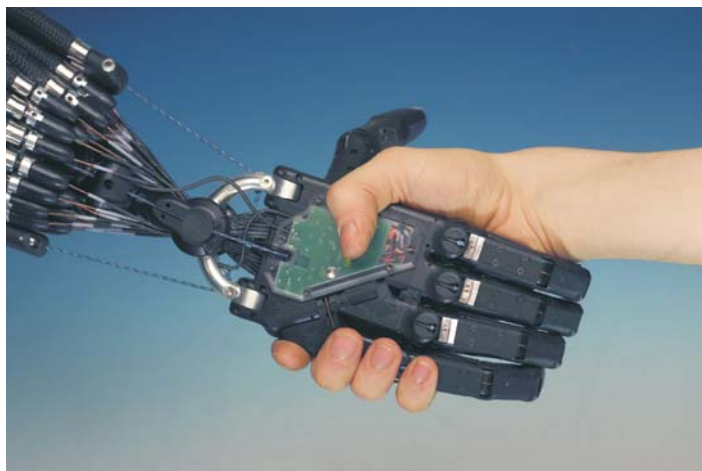


When two vibrant economies collaborate, bilateral trade is bound to boom. Australia's economy has been on the upswing for more than two decades. Powered by economic reforms, India has also caught up with the momentum of globalization. Their outlook being similar, the two countries have quickly developed a mutually beneficial synergy. The result is striking. Bilateral trade has grown by leaps and bounds. In 2005-06, Indo-Australian trade in goods and services amounted to \$9.4 billion. India is now Australia's sixth largest merchandise export market. India as an export destination has grown faster than any of Australia's other top 30 export markets over the past five years. While the two governments played the role of facilitators, it is the businessmen from both sides who have boosted the bilateral trade. In fact, the thrust of Australian Prime Minister John Howard's speeches during his India visit in March 2006 at various meetings had been similar- that governments as facilitators should leave the business of promoting business between the two nations to businessmen. It is the vibrant entrepreneurial spirit of businessmen from both sides that has been the driving force behind the surging Indo-Australian bilateral trade.

Indo-Australian industrial collaboration is wide-ranging. An Australia-India government and industry joint working group, established to implement a Memorandum of Understanding signed earlier, held its first meeting in Delhi on 21 October, 2005. The MoU runs for four years, to October 2009. During Prime Minister Howard's visit, six bilateral agreements were signed: an air services agreement; a trade and economic framework; MoUs on customs cooperation, defence cooperation and biotechnology; and a letter of intent to set up a strategic research fund. These agreements target areas of common and emerging interests. There is also a MoU between the two countries on fighting terrorism. Now the

opportunities for the business communities of both countries are vast as they are diverse.

A striking example of Indo-Australian industrial collaboration is that Australian coal is used in more than 50 per cent of the steel that is produced in India. An example of trade is that Australia accounts for 25 per cent of India's gold imports. Of all the agreements, the Australia-India Trade and Economic Framework will provide an important basis for the facilitation and the future development of the trade and economic relationship and it will encourage closer strategic cooperation in many of the key economic sectors. Besides trade and industrial collaborations, Australia is becoming



a favourite destination for Indian students, and India a source of the skilled workers needed in Australia. There have been many successful industrial collaborations between Indian and Australian companies. Invest Australia, the official wing of the Australian government that facilitates the flow of investments into Australia has helped many Indian companies to get a foothold in that country.

Strengthening ICT Links with India

One of the significant areas of collaboration is the Information and Communication Technology sector. Satyam Computer Services, a leading global provider of IT services based in the southern Indian city of Hyderabad, launched its largest Global Development Centre (GDC) outside India in Melbourne, Australia. This GDC is serving as a major technological development and software support Centre for the company's Asia Pacific operations. "We believe there is considerable business opportunity in Australia for companies such as Satyam. This GDC forms an integral part of Satyam's Business Continuity Process model which allows seamless support to our global clients," Ramalinga Raju, Chairman of Satyam Computer Services, said.

During the recent CeBIT Australia 2006 show, Invest Australia welcomed the second annual inward delegation of India's National Association of Software and Service Companies (NASSCOM) as further evidence of the significant value proposition that Australia's ICT industry had to offer. The ten-company delegation visited Sydney and Melbourne looking

to build upon linkages forged in previous visits, and take advantage of the major business opportunity that exists between India and Australia in the ICT market.

Of specific interest to the NASSCOM members were the many sectors within the Australian industry that have invested heavily in IT, including healthcare, finance, defence, education and transportation. Partnerships were a key theme of the visit, timed to coincide with Australia's leading ICT industry event, CeBIT Australia. The delegation was of the opinion that Indian and Australian companies, particularly within the SME segment, can leverage their complementary strengths and capabilities to develop products and services for new markets, with Australia serving as a cost effective base for emerging Indian companies to tap neighbouring regions.

Australia and India signed a Memorandum of Understanding in Delhi last year to promote further cooperation between the two countries in developing their information and communications technology (ICT) industries and to strengthen their bilateral relationship and business linkages in ICT. "India, like Australia, makes a substantial investment in ICT. This MoU is a formal expression at government to government level of our mutual desire to foster the good relationship between our two countries," Australian Minister for Communications, Information Technology and the Arts, Senator Helen Coonan said. The MoU covers cooperation in activities including e-government, e-commerce, e-learning, IT security, Internet applications, advanced communications technologies and software and multimedia content development.

Industrial Collaborations

The tractor division of Mahindra & Mahindra Limited, India's biggest tractor manufacturer, will soon be rolling out its tractors from its new Australian assembly plant. The



2500-square-metre industrial unit will locally assemble and market some 200 low-horsepower tractors this year, increasing to about 800 in the coming years. The Mahindra Australia factory, located in Brisbane, Queensland, will target the growing farming markets in Queensland, New South Wales and Victoria.

The focus on investment from India has increased considerably over the last couple of years with a number of high level visits to India, including Invest Australia's proactive involvement through a greater focus on India. A delegation led by Invest Australia's CEO, Garry Draffin in June 2004 met with executives from a wide range of Indian companies in New Delhi, Mumbai, Bangalore and Chennai. 'As a result of these meetings we are now able to establish what resources we need to have in place to further facilitate opportunities for Indian companies to invest in Australia.' said Draffin. The investment by Mahindra & Mahindra Limited, which was assisted by Invest Australia, is the latest in a number of recent Indian investments into diverse sectors of the Australian economy such as mining, services and manufacturing.

Joint Research

During his visit to India, the Australian Prime Minister announced a new A\$25 million bilateral research

program with India and new Endeavour India Research fellowships. "The establishment of the A\$20 million Australia-India Strategic Research Fund will increase significantly Australia's science and technology engagement with India, and will promote multi-disciplinary research collaboration between the two countries," Australian Minister for Education, Science and Training Julie Bishop observed at that time. She also welcomed the signing of a Biotechnology Memorandum of Understanding between the two countries which will facilitate increased research cooperation in this significant field of science. "These initiatives demonstrate the importance the Australian Government places on our education, science and technology relationship with India."

Suzlon Energy

Energy is a key area in which there have been opportunities for Indian companies to invest in Australia. Indian wind power company Suzlon Energy has launched its Asia Pacific headquarters in Melbourne. The new facility highlights the importance of the Australian market to Suzlon Energy's international operations and provides a launching pad to expand into wider Australian operations.

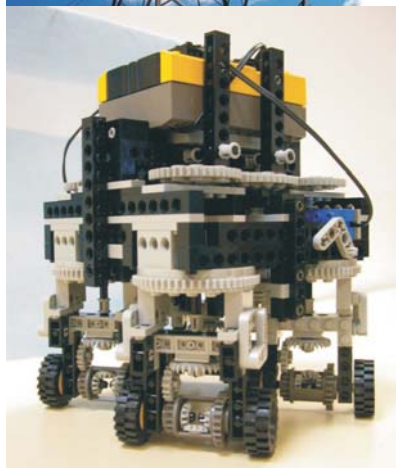
Invest Australia helps boost trade with India A Catalyst For Excellence

Invest Australia, the Australian Government's inward investment agency, is quick to grasp the importance of India's emergence as a major economic player in the Asian region with an average annual growth rate of about eight percent. Invest Australia has been instrumental in boosting India's bilateral trade with Australia by way of encouraging joint ventures.

In the past five years Invest Australia has helped a wide range of international businesses invest in Australia and currently projects with potential investment in Australia account for more than A\$50 billion. With an ever increasing number of Indian companies now calling Australia home, it's not surprising that the future for investment and business success is in Australia.

Recently, the Australian Government has provided an additional A\$73 million over four years to Invest Australia to boost efforts to attract foreign direct investment to Australia. According to Australian Minister for Industry, Tourism and Resources, Ian Macfarlane, the money will allow Invest Australia to increase overseas staff in emerging markets like India to win additional investment for Australia.





Suzlon Energy is the world's sixth largest wind generation company with offices located worldwide. Suzlon Energy integrates consultancy, design, manufacturing, operation and maintenance services to provide customers with total wind power solutions. The Melbourne facility will be responsible for sales, marketing, project implementation and service support for the emerging Asia Pacific Market. With operations now based in Victoria, Suzlon Energy hopes to expand across Australia with contracts in South Australia and New South Wales. Bestowed with abundant natural resources, many of which are largely unexploited, and supported by a Government committed to renewable energy resources, Australia has emerged as an ideal place for investment.

Education

There is already a very solid relationship between India and Australia in the field of education. India is the second largest source country for international students in Australia, and Australia is the third most popular destination for Indians seeking education abroad. Links between Australian universities and Indian institutions continue to develop. For example, Monash University, in collaboration with BHP Billiton, is partnering with the Indian Institute of Technology Mumbai (IIT Mumbai) to establish a joint institution for scientific research. The University of New South Wales has also formalised a partnership with IIT Mumbai to develop collaborative research programmes in computer science. ■

"Invest Australia plays a crucial role in attracting and facilitating investment into Australia. Foreign direct investment is central to creating higher rates of economic activity, encouraging technology transfer and linking us with other major economies," Macfarlane said.

"Over the three and a half years to December 2005, Invest Australia had a role in 248 projects that brought with them potential investment of A\$40 billion and 19,000 new jobs. The increased funding will further spread our tentacles around the globalised workplace," he added.

The increased funding for Invest Australia will allow:

- establishment of an Invest Australia post in India to access the rapid increase in outward investment from that country;
- an increased focus on attracting investment from the UK in the financial services sector;
- investigation of an Invest Australia post in the United Arab Emirates to explore investment opportunities in the Middle East;

- consideration of additional staff in North America to pursue investment opportunities for Canada, and in Europe to cover Southern and Central Europe
- an evaluation of increased support for South Korea, Taiwan, and Latin America; and
- increased public relations activities, particularly for Japan and China.

"As the balance between world economies tilts and changes, Australia will be firmly established on the ground in new and emerging markets, promoting the benefits of doing business in our politically and economically stable country," Macfarlane said, adding, "In December 2005, Invest Australia had a pipeline of 752 active investment leads and is facilitating 35 projects with an investment value of A\$48.7 billion and more than 11,000 jobs if they proceed as planned."

"Invest Australia is now in a position to build on this success and its existing overseas network to pursue opportunities in additional significant markets and continue to establish Australia as a key location in the minds of international investors," he said ■

Vast Scope for joint bidding for global projects

India, Australia are partners in ICT

- Helen Coonan, Australia's ICT Minister



Australia's Minister for Communications, Information Technology and the Arts **Helen Coonan** addressed visiting members of the National Association of Software and Services Companies (NASSCOM) at a luncheon meeting organized by the Australia India Business Council recently in Sydney. She told the NASSCOM delegation, who were in Australia to participate in the CeBIT 2006 event, that there are great opportunities for both countries to collaborate in the field of ICT, especially in areas related to education and training. Following are excerpts of Ms Coonan's speech.

I have a long and regular association with India. I have visited many times - the most recent last year - in both a personal and professional capacity. I would like to extend a very warm welcome-as warm as the welcome I have received in India -to our guests.

Australasia-CeBIT

I understand that one of the reasons your Association visited Australia was to attend one of the leading ICT event and trade shows in Australasia-CEBIT.

CeBIT is a great platform for relationship building, knowledge sharing and information exchange among

leading businesses, industry experts and research professionals. I hope you found CeBIT useful and rewarding. Useful in terms of setting up new networks, and rewarding in terms of trade opportunities and technology solutions for your particular business. I also hope that Australian businesses featured prominently in any negotiations!

Linkages

Australia and India have a history of working together and our bilateral relationship has, in recent years, gained strength. This is based on our shared economic interests and our growing

• strategic • cultural and • people-to-people links.

Our ability to work together cooperatively is a powerful business tool. There are substantial opportunities for cooperation, for example, following the Melbourne 2006 Commonwealth Games. India's successful bid to host the 2010 Commonwealth Games in New Delhi opens up many opportunities. Australia is keen to share its recent practical experience with India in:

• event management • construction • and sports technology products and services. Bilateral trade and investment.



The Australia-India economic relationship has also grown steadily in recent years and has the potential to increase considerably as India's economic expansion continues. More than 1,500 Australian businesses have export interests in India and a growing number of Indian businesses are forging a presence in Australia .

The volume of trade in services in India has more than doubled over the past decade. The total bilateral trade of goods and services between Australia and India was worth A\$9.4 billion in 2005, placing India 13th on the list of Australia's trading partners. The trade relationship is dominated by merchandise trade, with Australian's merchandise exports to India reaching A\$6 billion in 2004-05. Reciprocally Australia exported A\$852 million worth of services to India in 2004-05.

Australia is a significant foreign investor in India. We are now India's 8th largest overseas investor with around \$1 billion approved for around 140 joint ventures. Australian firms also have a growing presence in India both in ICT and other sectors including the support of infrastructure development. Australian ICT firms such as ANZIT, AttrInfotech, ADC Krone, Modular Mining Systems and Surpac Software are well established in India.

Business opportunities

I saw first hand when I visited India recently the economic progress of the last decade. It has been nothing short of spectacular and is commanding the attention of every country in the world. India is becoming an increasingly influential global and regional player and has emerged as one of the key ICT powers in the world. It is a country of growing importance to Australia and we are committed to enhancing and expanding our trade and investment relationship with India .

High level visits to India

In March 2006, Australia's Prime Minister John Howard, led a high-level delegation of business representatives to New Delhi, Mumbai and Chennai. The Prime Minister's visit demonstrates the importance Australia



places on promoting business interests and deepening the commercial linkages with India. The signing of an Australia-India Trade and Economic Framework Agreement during the Prime Minister's visit provides an important basis for furthering our trade and economic relationship. This Agreement will also encourage closer strategic cooperation in many of the key economic sectors, including ICT. When I visited India last October I led an ICT delegation of 23 Australian business and research leaders. We met government and business leaders in New Delhi , Mumbai and Bangalore and



visited some of India's leading ICT companies. These included HCL Technologies, Infosys, Tata Consultancy Services, Satyam, and NIIT Technologies. We came away from that visit excited by the potential of doing business together. India and Australia have many complementary ICT strengths and capabilities. Australian companies have a range of high-value skills and innovative ICT solutions and technologies. These complement the impressive software development and implementation skills of India's companies. My strong view is that Australia should be more than a customer to India - we should be a partner.



Joint ventures and collaborations between our innovative companies present tremendous opportunities for developing novel products and services and joint bidding for projects in global markets. The partnership agreement signed between CSIRO and Infosys during our India visit last year was an example of the great outcomes we can achieve.

This agreement includes cooperation in research and development in the information engineering field and commercialisation of CSIRO's intellectual property. It also demonstrates the potential for Australian and Indian organisations to partner and collaborate on mutually beneficial information technology projects.

ICT Memorandum of Understanding

The Australian Government is committed to strengthening and expanding its relationship with India. India and Australia have many common priorities for the ICT policy. We have a common interest in applying ICT in key government services such as health, education and e-government, particularly to regional and remote areas. The signing of a Memorandum of Understanding during my visit to India in October 2005 is a formal expression of our mutual desire to promote ICT trade and investment. It also represents a commitment to foster the growing industry partnerships and government ICT links between our two countries. To keep this moving a Joint Working Group was established to implement the Memorandum. This will enable government to government contact to be maintained and strengthened including addressing any policy issues that may arise.

Potential joint projects, in the application of ICT, will also be explored. The Memorandum also recognizes the fundamental role of business to business contacts in

progressing our relationship. It also highlights the importance of ICT to the entire economy.

Importance of ICT

I imagine everyone in this room would agree on the importance of ICT but it is important to continue to promote this message outside the ICT community too.

We must convince the wider community of policy makers and industry of the key place ICT plays in the future of both our nations. To help do this Australia has conducted a range of research projects to estimate the impact of ICT in the economy. This research has shown that technology, including ICT has directly contributed up to 85 per cent of productivity growth in the manufacturing sector over the last two decades. It also shows that ICT has directly contributed up to 78 per cent of productivity growth in the services sector in the same period. This is when only 45 per cent of Australia's ICT professionals are in the ICT sector. The rest - 55 per cent - are distributed across the economy including services, transport, manufacturing and agriculture. These numbers really highlight the value of ICT. They provide strong justification for continued Government efforts to stimulate this sector's development and diffusion to help create an information economy that is attractive for investment.

Investing in Australia

The presence of major Indian companies in Australia is testimony to the attractiveness of Australia's market, and a vote of confidence in the bilateral trade and economic relationship between the two countries. In a globalized world, investment goes to where the better return exists and the security of investment is most likely guaranteed. Australia has consistently been a strong performer compared with other developed economies with



productivity growth among the highest in the developed world. Australia's sustained economic growth, business environment, cost advantages, skills base, and sophisticated market makes it a compelling and low risk location for investment.

An Australian Bureau of Statistics report in 2002-03 indicated that the value of information and communications technology goods and services produced by specialist firms in this sector and others was valued at \$65 billion. This makes Australia the fourth largest market for ICT in the Asia Pacific and 13th in the world.

Australia has a highly educated and skilled workforce, advanced infrastructure and excellent research and development facilities. Education is an area of increasing importance to the bilateral relationship. There are great opportunities for our two countries to collaborate on the provision of ICT related education and training.

In recent years, Australia has become a firm favourite of Indian students wishing to study overseas. Indeed, India is the second largest source country for international students in Australia with the number of Indian students coming to Australia growing by about 35 per cent from 2002 to 2005

Conclusion

Events such as this luncheon, followed by a business-to-business networking session, serve as a formal and



practical channel for dialogue, collaboration and relationship building between our two countries. Industry involvement is vital to drive the practical relationships that underpin any successful trading relationship.

The work of Industry associations such as NASSCOM and the Australian Information Industry Association play a crucial leadership role as does the Australia India Business Council as a key body for promoting business links between Australia and India. I am pleased to say I count several of NASSCOM's leaders as friends and I must say the organization is in good hands. I would also like to thank the Australia India Business Council and the indefatigable Neville Roach for hosting today's luncheon.

Neville's role in bringing our two countries together should never be underestimated. I also look forward to working together on strengthening our bilateral ties and on even closer cooperation between the two countries. On a personal level I am deeply committed to the Australia-India Relationship. My long personal relationship with India and its people, and the strong ties that we have forged through recent professional visits, make me even more determined to build and strengthen the bonds between our two countries. I intend to use my position in the Australian Government to promote this vitally important relationship, and I would urge you all to do the same. ■



CeBIT Australia 2006, an astounding success

The right place to do global ICT business



CeBIT Australia 2006, has been an enormous success. The fifth edition of the global exhibition, held in Sydney from May 9 to 11, 2006, occupied four halls and attracted 721 exhibitors and 30,154 visitors, compared with the maiden two-hall exhibition attracting 384 companies and 15,870 visitors in 2002. The three days had been incredibly busy with Australasia's biggest Information and Communication Technology event, proving to be the right place to do ICT business on a global scale.

CeBIT Australia 2006 included a number of new initiatives - all designed to enrich the experience of the business visitor. Firstly, a comprehensive free technical seminar program on the show floor was included, across four separate stages addressing the key technologies and most importantly, what they can do for business. The seminars attracted keen interest all through the three days, with all theatres fully packed. Secondly, the one-day e-Government Forum on May 10, was presented in conjunction with CeBIT's partner, the Australian Government Information Management Office (AGIMO). The forum included speakers from Australia and overseas and drew over 400 delegates.

After the opening of the event on May 9, the CeBIT Keynote Series was launched. Five high-level presentations from industry leaders on their vision of the digital future and what it means for business. Including presentations from Disney, Telstra and LG, and free to pre-registered visitors, the keynote series attracted great interest, playing to full houses.

Finally, CeBIT Australia hosted the first ICT Celebration dinner, on the night of May 10. The program, which attracted 650 delegates, included presentation of the CeBIT and the launch of e-Government awards, and a fantastic night's entertainment from Jimmy Barnes.

"By any definition, CeBIT Australia 2006 was another outstanding success, continuing its reputation as the ICT industry's major annual event," said Jackie Taranto, Managing Director, Hannover Fairs Australia.

"CeBIT Australia 2007 will build on the successful platform laid this year. Free seminars, keynotes series, e-Government Forum and the ICT Celebration dinner will all return, together with a number of exciting new initiatives," Taranto said, adding, "Feedback from exhibitors has been very positive, and it's obvious that the

ICT industry is enjoying tremendous growth."

"What has been especially noticeable this year is the amount of business being done at CeBIT, the level of networking and the creation of new business relationships, and it's something that, we know from past events, continues for our exhibitors well beyond the final day. We have already had many exhibitors signing up for CeBIT 2007. With technologies such as VoIP and Open Source emerging and going straight into mainstream and business markets, it's a very exciting time to be hosting such a dynamic event," she said. The technology RFID was also a large component of the event, with Australian businesses keen to take up the new technology.

Mark Fuller, GS1 Australia's Chief Operating Officer said: "The exposure GS1 and our alliance partners have had from being actively involved with CeBIT Australia has been amazing. We have had a large number of visitors to the GS1 supply chain zone and great attendance at our RFID seminars series - finding out what RFID can mean to their business. I believe this event really delivers and we are definitely looking at working together next year to make it even better."

Sunrise's 'Gadget Guy', Peter Blasina ran three days of presentations at the Intelligent Office theatre, showcasing the latest in business technologies for office, home and mobile working.

"The quality of the exhibitors at CeBIT Australia 2006 was exceptional with a tremendous cross-section of ICT, CE, communications and business vendors showing their wares. This has been one of the most professionally run, comprehensive and broad ranging technology events I have attended," Blasina said.

Anita Bowtell, Business Development Manager of Polaris Communications said: "CeBIT is a great place to exhibit because of the thousands of business visitors who come to the event. It's hugely beneficial for profile-raising." The sentiment is echoed by Peter Norman, Group Marketing Manager, Business Solutions Division, Sony.

"At CeBIT Australia 2006, we have been able to demonstrate to a wide range of business people who we wouldn't normally reach. CeBIT is a really big event, and we have already signed up for next year," Norman said. Paul Budde, Managing Director of Paul Budde Communications, also gave presentations: "CeBIT Australia 2006 was the first large scale industry event in Australia, where we saw the commercial results of the convergence of telecommunications and ICT becoming a

reality. Our seminars were packed throughout the three days of the event and that gives us excellent exposure within the industry to the people who are interested in our activities."

Over 100 exhibitors attending were from overseas, tapping into the Australian market and finding it very receptive. India's NASSCOM's Regional Director, Rajiv A. Vaishnav commented: "The Indian pavilion found CeBIT to be a great success. The event allows companies to network and build relationships for the long term. We're already looking forward to 2007."

It was also the first time that CeBIT Australia has hosted such a wide variety of seminars, forums and presentations. With keynote speakers from industry, Government and academia, the e-Government Forum, held on 10 May in conjunction with the Australian Government Information Management Office (AGIMO), brought in hundreds of top-level business delegates keen to hear the latest.

Ann Steward, Australian Government Chief Information Officer presented the winner of the inaugural Award for Excellence in e-Government, for 2006, during CeBIT. ACT Government Department of Urban Services took the trophy for its 'Learner Licence Knowledge WebTest'.

Highly commended awards were also given to Hobsons Bay City Council for its Greenlight Online Permit Manager Project and Australian Government Department of Industry, Tourism and Resources for its business.gov.au Redevelopment Project. For the second time, CeBIT Australia presented its very own CeBIT Awards to exhibitors with outstanding products and services in different categories. The winners for 2006

were:

- Best Product/ Service for Communications - Huawei, for their HSDPA - Mobile broadband Solution;
- Best Product/ Service for Business Processes - ELO, for their document management and archiving solutions; and
- Best Product/ Service for Digital Equipment - R.I.M. Blackberry, for Research in Motion, with the new Blackberry 8700g.

The CeBIT Awards were handed out during the ICT Celebration Dinner and the guests were treated to a superb performance by Australian rock legend Jimmy Barnes, who managed to get almost everyone on the dance floor. ■

iAwards 2006 for Excellence

Celebrating Queensland's entrepreneurial spirit

A number of Queensland companies have been recognized recently for their significant contribution to the ICT industry at the 2006 iAwards.

Presented by Australian Information Industry Association (AIIA), the Australian Financial Review, the CSIRO ICT Centre and MIS Australia, the iAwards embrace the entrepreneurial spirit of the Australian ICT industry and encourage its growth and development by providing international recognition for Australia's leading ICT innovations.

Locally based ICT companies Wotif.com, Australasian CRC for Interaction Design (ACID), Dialect Solutions Group Medtamic, B-free Pty Ltd and additionally, Griffith University all highlighted the strength of the ICT industry in Queensland and the contribution that the state makes to the Australian ICT industry and economy.

As Rob Durie, Chief Executive Officer of the Australian Information Industry Association (AIIA), Australia's peak industry body for the ICT industry, commented, "The high calibre of this year's winners and finalists reflects the breadth of entrepreneurial spirit within the Australian ICT industry and its impact on the nation's economy and productivity."

John Vickers State Chair of AIIA Queensland added, "It's wonderful to see Queensland's world-class creativity being recognised through the success of these companies. I'm certain that we'll see even more successes of this nature in the future."

Wotif.com was recognised with the iAward for Tourism and Hospitality as well as the

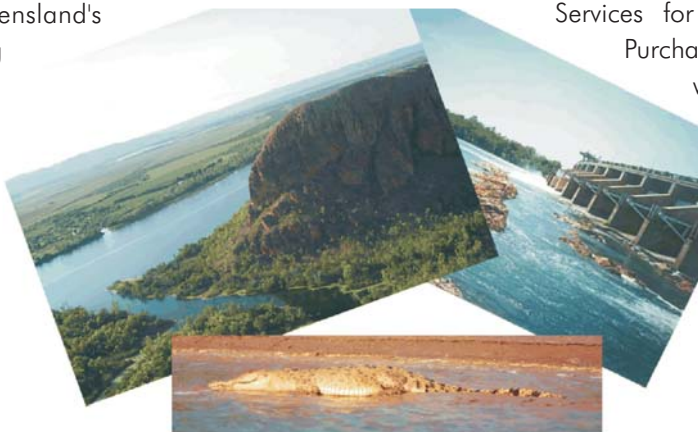
inspiration iAward for the 'best of the best' of all ICT products and services for 2006. Wotif.com was the first internet site in the world to offer 'live' hotel inventory to the retail market. Today, six years from inception the fast and easy-to-use site attracts nearly two million user sessions and processes more than 110,000 bookings per month. Wotif.com CEO Graeme Wood said of the company's iAward wins, "I was thrilled to receive these iAwards and be recognised by our ICT industry peers. It is especially flattering to be recognised amongst such successful Australian ICT organisations who are achieving phenomenal results."

"Winning the Tourism and Hospitality iAward reinforces our strong position in the accommodation industry and to also win the Inspiration Award has further raised our profile throughout the Australasian region, which is our key market," he added.

Medtamic received the Healthcare iAward for the MD Analyze Clinical Information System a multi-specialty surgical, enterprise level, client/server application that will ensure better health outcomes for all Australians. With MD Analyze, surgeons have instant access to a comprehensive outcomes-centric analysis defined by common demographic, co-morbidity, diagnosis, treatment, complications and assessment criteria. With this capability they are better able to provide treatment in line with industry best practice.

Dialect Solutions Group received the iAward for Financial Services for the Dialect Amex B2B Purchase Card Payments System which enables suppliers within a supply chain to accept payments from corporate buyers and electronically attach their invoice details.

B-Free Pty Ltd were recognized with the Merit iAward for Financial Services for



their Online Financial Software which uses NET technology to automate accounting processes by up to 98 percent and greatly reduce the time small businesses spend in preparing their accounts.

Australasian CRC for Interaction Design (ACID) was recognized with the Education and Training Merit iAward for their Digital Songlines Virtual Heritage Project which enables important Aboriginal cultural and heritage information, commonly conveyed using dance, stories and art, to be communicated across generations by using computer simulation technology.

The KENG-ADASS Development team at Griffith University won the Tertiary Student iAward for KENG-ADASS, a solution that was developed for the Child Contact Service of the Kingston East Neighbourhood Group, a not for profit organisation. The Child Contact Service responds to separation situations brought about by divorce or separation, child abuse, domestic violence, neglect and sexual abuse cases. ADASS is a completely integrated data storage environment developed to enable staff to perform their role efficiently with the confidence that the required levels of security and professionalism in relation to the storage of sensitive information are met.



In many instances, winning an iAward provides the springboard for Australian companies to launch new business innovations on the world stage. Each of the Queensland iAward winners will go on to represent Australia at the Asia Pacific ICT Awards (APICTA), being held in Macau in October, 2006, where they will compete against entrants from other APICTA member economies, including Brunei, China, Hong Kong, India, Indonesia, Korea, Macau, Malaysia, Myanmar, the Philippines, Pakistan, Singapore, Sri Lanka, Thailand and Vietnam. ■

AIIA-ACS partnership extended

The Australian Information Industry Association (AIIA) has announced the extension of its partnership with the Australian Computer Society (ACS) that will see ACS sponsor AIIA's e-newsletter, The Bulletin, for the next 12 months.

"We are very pleased that the ACS has come on board to sponsor our fortnightly e-news publication, The Bulletin," said AIIA's CEO Rob Durie. "This is a very exciting partnership between Australia's leading ICT industry association (AIIA) and the key organisation representing ICT professionals (ACS). The two organisations are committed to working together for the good of the industry as a whole," he added.

As part of the sponsorship agreement, The Bulletin will

feature an ACS advertisement each fortnightly edition and also a monthly editorial piece from ACS, designed to give insight into the work the organisation does within the ICT industry, particularly through the ACS Foundation, which AIIA proudly endorses.

As Philip Argy, President of the ACS said of the relationship, "We are absolutely thrilled to be able to announce this very important partnership. We believe the collaborative approach between ACS and AIIA is important for the future growth of the ICT industry."

"ACS and AIIA already work closely together on projects such as the ACS Foundation and AIIA's iAwards. We look forward to growing our engagement with AIIA through their reputable Bulletin publication," he continued. ■

AIIA-CSIRO partnership extended for iAwards

The Australian Information Industry Association (AIIA) announced recently that the CSIRO ICT Centre has extended its partnership with AIIA as major sponsor of the association's prestigious iAwards program.

"We are delighted that the CSIRO ICT Centre is continuing its partnership for the AIIA iAwards. The outstanding reputation that the CSIRO ICT Centre has for its leading-edge ICT solutions and innovation makes them the perfect partner for these prestigious awards, which recognise and celebrate the innovation of the Australian ICT industry," commented Rob Durie, Chief Executive Officer, AIIA.

Also delighted with their continued partnership of AIIA's iAwards, Dr Alex Zelinsky, Director, CSIRO ICT Centre, noted, "The CSIRO ICT Centre is pleased to be once more associated with these most prestigious awards. Recognition of excellence is essential to an innovative and progressive ICT sector."

We are particularly proud of our support for the CSIRO

Tony Benson iAward for Individual Achievement in ICT which honours a great Australian and rewards the entrepreneurial spirit that Tony Benson so valued," he added.

The iAwards program recognises the innovative spirit of the Australian ICT industry and its influence across countless industries and markets and in doing so provides international recognition for Australia's world class ICT products and services.

Being nominated for an iAward enables Australian companies to benchmark their ICT solutions and partnerships against the best Australia has to offer...before embarking, in many instances, to compete on the world stage.

Winners in each category of the 2006 iAwards will represent Australia at the Asia Pacific ICT Awards (APICTA) in Macau in November 2006 where they will compete against entrants from other APICTA member economies, including Brunei, China, Hong Kong, India, Indonesia, Korea, Macau, Malaysia, Myanmar, the Philippines, Pakistan, Singapore, Sri Lanka, Thailand and Vietnam.

Awards are presented for ICT solutions across a total of 19 key industry categories - agriculture and primary industry; applications and infrastructure tools; communications applications; community education and training; e-government and services; financial applications; general applications; healthcare; industrial applications; media and entertainment; research and development, secondary student project; security; tertiary student project; and tourism & hospitality.

Nominations for the 2007 iAwards will open on Monday 20 October, 2006, with iAward winners announced on Wednesday 30 May, 2007.





'Take IT On'

The Australian Information Industry Association (AIIA), the leading industry association for information technology and telecommunications companies in Australia, has launched its new program 'Take IT On' at the National ICT Skills Summit. Developed by the Queensland branch of AIIA, 'Take IT On' is designed to encourage secondary school students from Years 8 to 10 to explore the wide range of exciting global career opportunities in the ICT industry.

"ICT contributes considerably to the Australian economy and is a well-established but rapidly growing and diversifying industry. Today, there are hundreds of exciting, rewarding opportunities in the ICT industry, particularly given Australia's significant role in the global ICT economy," commented Rob Durie, Chief Executive Officer, AIIA.

'Take IT On' will give secondary students the opportunities to meet directly with a wide range of ICT professionals and hear first hand why they love their jobs and in doing so, find out why ICT is an exciting, rewarding industry in which to be involved. "We want to convey to young people our passion for our industry and the wide variety of challenging, fulfilling and creative roles that are available," said John Vickers, Chair of AIIA's Queensland Branch.

The program will offer students the opportunity to find out more in-depth, valuable information about the wide

number of careers that are available to them in the industry and to seek guidance as to how they can best achieve their ICT job goals," he added.

'Take IT On' is not just another 'classroom session' or a 'never ending lecture'. Rather, by participating in 'Take IT On', interested students will listen to insightful and informative presentations from people working in ICT around the world, get 'hands on' with some of the latest technologies in the market, and will have the opportunity to meet and greet with their peers and ICT professionals.

A pilot program will be held for 50 students in Queensland during the second half of the 2006 school year. AIIA aims to host the program for 1000 students throughout the 2007 school year.

'Take IT On' has also been developed to illustrate to parents - through their children and the collateral - that the ICT industry is a strong, growing and economically sound industry that offers considerable scope and opportunity for their children.

The Australian Information Industry Association (AIIA) is the leading national body representing suppliers of information technology and telecommunications goods and services. AIIA has over 470 member companies generating combined revenues of more than \$40 billion, employ over 100,000 Australians and have exports in excess of \$2 billion. ■



Boost your business from 'one million to one billion' dollars

ICT business professionals with the potential and determination to grow their business from one million dollars to one billion have recently graduated at the Macquarie Graduate School of Management after successfully completing AIIA's year long 'Developing Business Skills for ICT Entrepreneurs' program. The program is an Australian Government funded service under the Small Business Enterprise Culture Program.

The aim of the 'Developing Business Skills for ICT Entrepreneurs' program is to enable emerging entrepreneurs to acquire the business skills that are needed to establish their companies as long-term, thriving and profitable organizations.

As Rob Durie, AIIA's CEO said, "the Australian ICT industry plays a significant role in Australia's economy, contributing 4.6 percent of the nation's Gross Domestic Product, which is larger than agriculture, fisheries, defence and education and almost as large as mining.

"As a result, it is important that programs such as this exist in order to encourage the innovation, professionalism and business skills needed to ensure the Australian ICT industry continues to grow in size and economic contribution on both a local and international scale."

Alan Cadman, MP, representing the Minister for Small Business and Tourism, Fran Bailey, presented the 23 program participants with certificates at the Macquarie Graduate School of Management, which

delivered the course.

This innovative course has been designed specifically for business owners and managers of established ICT companies with less than 20 employees and who see great potential in expanding their operations from less than 20 people to more than 200 in the next five years.

The program involves three key elements - training, monitoring and business relationship development and requires participants to attend four residential workshops over a year, each one 3 days long. The workshops comprise coursework, class room discussion and case study sessions.

Participants also undertook monthly sessions with an assigned mentor and a small group of fellow local program participants. These sessions provided the opportunity to review their businesses and discuss the application of their learning through the development and implementation of business action plans.

Rob Durie commented, "We feel sure that this year's program graduates will have gained all the key skills necessary to compete effectively in the international market, not to mention being able to further build their business in the Australian market."

Given the success of this program - in its inaugural year - AIIA is now looking to develop ways in which the program can be continued in future. ■

saluting the spirit of resilience



INTERNATIONAL CONFERENCE ON DISASTER REDUCTION
Mumbai Declaration and Beyond: Public Private Partnership
09-10 November 2006, Mumbai, India

**Connecting Governments,
Corporate Sector & Communities**

A follow-up event of the World Conference
on Disaster Reduction held in Mumbai
16-18 November 2005



AN INITIATIVE BY:



ORGANISED BY:



MANAGED BY:



**KNOWLEDGE
PARTNER**



*For details please contact: **Satya Swaroop***

ICDR 2006 Mumbai: B-302, Twin Arcade, Military Road, Marol, Andheri (East), Mumbai - 400 059, India

Tel: +91(0)-22-6678 1550, 9820031016. Fax: +91(0)-22-2851 5279

Email: satya@newmediacomm.biz www.wcdr.gfdr.org

Seeing Machines to develop a vision system to measure visual fields



Seeing Machines winners of the 2006 Research and Development iAward and special category, Local Industry iAward are helping build a brighter future for Australian medicine.

Seeing Machines is engaged in the research, development and production of advanced computer vision systems for research in human performance measurement, advanced driver assistance systems, transportation, biometric acquisition, situational awareness, robotics and medical applications.

The company is a world leader in the development of computer vision processing technologies that allow machines to see and track human faces and moving objects. These technologies can enable the development of important new products and applications, ranging from devices that help improve road safety and save lives to those that help detect and manage eye disease and prevent loss of eyesight.

In an ongoing collaborative effort with the Research School of Biological Sciences (RSBS) at the Australian National University (ANU), Seeing Machines have combined their technology with that of the RSBS to develop a unique device - the fD - that objectively measures a person's visual field.

fD is the world's first non-contact objective visual field test. An objective device, fD has been designed to reliably and quickly measure a person's functional visual field - crucial

to the diagnosis of a range of diseases that impact the human visual system, such as glaucoma, age related macular degeneration (AMD) and diabetic retinopathy.

Glaucoma alone has a significant burden on many economies around the world, for example Access Economics estimated that glaucoma impacts Australia each year to the tune of A\$10 billion. Reliable early stage detection of these diseases is a major tool in managing and minimising their impact, in a societal, economic and personal context.

The fD device both objective and non-contact, has a sensitivity and specificity that greatly outperforms its rivals and is light and portable which means that it can also be used to deliver advanced levels of eye care to remote communities.

The device is in the concluding stages of research and development and is currently progressing through the final major clinical trials. It is expected that the fD will be commercialised and launched on the world stage by early 2007.

Seeing Machines forerunner product, faceLAB™ provides head and face tracking, eye, eyelid and gaze tracking for human subjects within a 3-dimensional volume using a completely non-contact, video-based sensor. faceLAB™ is the industry's most robust and flexible non-contact vision-based system for tracking and acquisition of human facial features. ■

CollabIT: Finding new avenues for Sydney ICT units

The Australian Information Industry Association (AIIA) and the NSW Department of State and Regional Development are working together to increase business opportunities for the local information and communication technology (ICT) industry in the Northern Sydney business precinct.

Over 100 SME ICT businesses expressed interest in participating in the launch event - held yesterday at the Trade & Investment Centre, Sydney - all keen to participate in AIIA's innovative new program, CollabIT. CollabIT is designed to provide like-minded companies with the opportunity to form collaborative networks to source new markets and increase sales.

As AIIA's CEO Rob Durie said, "by bringing together the diverse range of ICT capabilities into business networks, AIIA's small to medium enterprise (SME) members can

pool their resources to bid for ICT contracts normally out of their reach. "CollabIT will help AIIA members and other interested parties to not only establish partnerships with similar small Australian companies, but also to forge alliances with multinational corporations, tap into their substantial resources and access new markets."

John Dean, AIIA's Local Industry Policy Manager and CollabIT organiser added, "AIIA has already established the CollabIT program in Victoria and Western Australia. Today's launch into the Northern Sydney and surrounding business precinct was the next initiative in our strategy to expand the 'collaborative networks' concept nationally. It was great to see so many interested participants at today's session, all of whom are keen to further the growth of what is already a thriving SME ICT network."

The flexible CollabIT framework has been designed to encompass industry sub-sectors, such as health, integrated transport systems and mining technologies, thus helping to build partnering opportunities across all ICT industry 'touch points'.

CollabIT is part of AIIA's vision to create a globally competitive ICT industry, and as Rob Durie commented, "The ICT industry is a driving force behind the Australian economy's productivity growth, contributing \$36.2 billion, or 4.6 per cent of the nation's Gross Domestic Product.

"CollabIT is just one of the many initiatives that AIIA has developed to boost the growth of this vital sector of Australia's economy." ■





AIIA Chapter for Gold Coast ICT Units

The Australian Information Industry Association (AIIA) has received strong support from the local Gold Coast ICT community for the proposed establishment of an AIIA Gold Coast chapter at an information session held recently. The proposed AIIA chapter would be established to support the needs of ICT companies in the Gold Coast precinct and assist in building ICT business for the area.

"AIIA is very excited about the possibility of establishing a chapter on the Gold Coast. This is an exciting step forward which will help to grow the ICT market on the Gold Coast a region that is already so rich in opportunity and innovation," said Rob Durie, Chief Executive Officer, AIIA.

The information session attracted over 20 guests, including leaders of Gold Coast ICT companies, representatives from the Queensland Government Department of State Development, Trade and Innovation and representatives from the Gold Coast City Council (GCCC). The proposed establishment of an AIIA Gold Coast chapter was received with enormous enthusiasm

by all attendees. Over 30 companies have now expressed a strong desire to be involved in developing an AIIA chapter for the Gold Coast region.

The session addressed a number of issues, including the benefits for local ICT companies should a Gold Coast chapter be established; the objectives and the proposed structure of the new chapter; and the sort of issues the proposed chapter may confront in the future.

The information session also discussed how being an AIIA member could assist ICT businesses through various AIIA programs and initiatives, such as CollabIT a newly developed program designed to help forge collaborative networks between like-minded companies to source new markets and increase sales.

Moving forward, AIIA will form a steering committee - which will include members of GCCC, the Gold Coast Region IT Forum (GCRITF), The Queensland Department of State Development, Trade and Innovation and local IT companies - designed to develop an action plan and the set of member values for what will be AIIA's first regional chapter. ■

Towards simplifying ICT-govt deals



The Australian Information Industry Association (AIIA) has welcomed the opportunity to work with Australian Government Information Management Office's (AGIMO) towards development of a range of simplified model contracts for frequent low risk transactions between ICT companies and the Federal Government.

The first three draft contracts from the Source IT suite of model contracts are designed to offer an alternative to the more complex "GITC" contract. Over time, agencies have moved away from GITC, with many introducing their own contracts, meaning that the industry is confronted with a wide range of contracts.

"Companies doing business across Australia are currently faced with at least 9 different contracts and then variations on top of that. Clearly, this situation is far from ideal as it introduces additional time, cost and risk for all involved. What's more, it represents a significant barrier to doing business in the government market for both Australian and foreign companies," commented Rob Durie, CEO, AIIA.

"Last year, the Federal Government alone let about 24 000 ICT contracts. If even 5 companies bid for each contract, we're looking at well over 100 000 contracts that have to be reviewed and negotiated each year that's a lot of time and money that both government and industry could better use focusing on achieving their business objectives through ICT.

"We are looking forward to working with our members and AGIMO in developing a fair and workable contract

that both the industry and government will want to use", Durie said. "However, we are disappointed that the Federal Government's election commitment to cap liability and review intellectual property ownership arrangements which were made nearly two years ago have still not been implemented. This means AGIMO has not been able to reflect these changes in the draft contracts that were released," he added.

The Federal Government ICT market is strategically important to ICT companies. Not only does it spend approximately three billion on ICT goods and services each year, but work with the government provides companies with internationally recognised reference sites and the opportunity to work on some innovative ICT solutions.

The terms and conditions under which the government does business must therefore meet the government's procurement objectives as well as recognising the impact on ICT industry development and investment in Australia. AIIA participated in a Reference Group in the lead up to the release of the draft contracts and will now work to compile a formal response to the draft contracts based on feedback from AIIA members. The ICT industry as a whole does have concerns regarding various aspects of the draft contracts but we look forward to working through these with AGIMO as part of the consultative process.

"We believe that these contracts will be widely adopted and therefore successful only if they are regarded as fair and workable by both government and industry," Durie said. ■

AIIA launches Canberra branch

The Australian Information Industry Association (AIIA), the peak representative body for ICT companies in Australia, has launched its ACT branch in Canberra recently. AIIA now has branches in all mainland states and territories around Australia.

"We are very pleased to be establishing a branch of AIIA in the ACT market. There are some exceptional ICT companies in Canberra, along with many other ICT related businesses, so we are confident that this move will be embraced by the local market and further, will help to improve the business environment for ACT based ICT companies," said Rob Durie, CEO, AIIA.

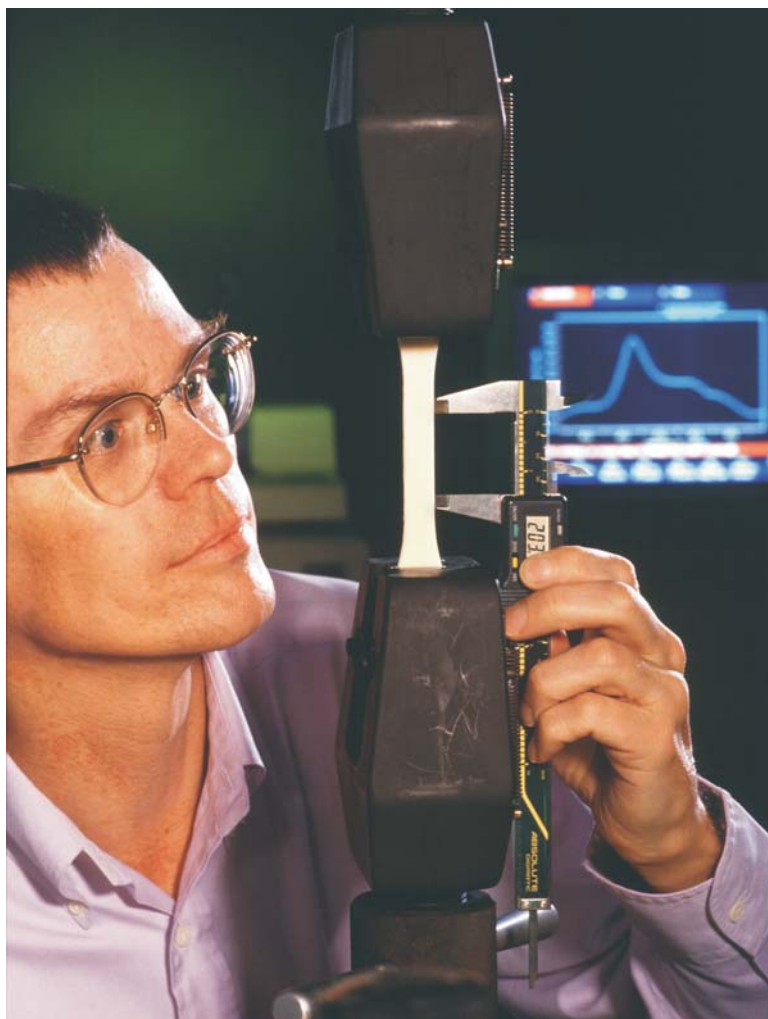
Canberra is a genuine ICT industry cluster and is home to nearly 1000 specialist ICT businesses (4 percent of Australia's ICT businesses) which together employ over 7,700 people (3 percent of total ICT employment). Canberra has also experienced the fastest ICT employment growth in Australia (8.3 percent per annum) and the highest ICT employment intensity of any Australian jurisdiction (25 ICT employees per 1,000 of population).

The ACT is home to a number of successful ICT companies and iAward winners, such as The Distillery, Tower Software and Seeing Machines. It has a strong research community and plays host to a number of significant branch offices of most ICT companies that deal with the Federal Government - the largest single purchaser of ICT in Australia.

The ACT Branch will represent the interests of the many AIIA members operating in the ACT market by working with the AIIA Secretariat and external stakeholders, including ACT Government, to progress issues of local interest, such as access to government business, ICT skills and local industry development.

Members of the ACT branch will also benefit from involvement in many of AIIA's 'business building' programs, such as CollabIT - a newly developed AIIA program designed to help forge collaborative networks between like-minded companies to enable them to source new markets and increase sales.

AIIA invites members and all local ICT companies to get involved with the ACT branch and work together to ensure that their common goals are met and their common voice heard. An interim committee will lead the branch until elections are held later in the year. ■





Satyam, World's No 2 Outsourcing Vendor

The Brown-Wilson Group has ranked Satyam Computer Services Ltd, based in the southern Indian city of Hyderabad, as the number two outsourcing vendor globally in its annual survey of over 870 IT and ITeS companies worldwide for 2006. In 2005 Satyam ranked 19. This year, Satyam also figured as the leading Indian provider.

The Brown-Wilson survey analysed 872 outsourcing vendors in 63 countries. Its results will appear in the *Black Book of Outsourcing*, a renowned and highly endorsed publication. The survey measured CEO commitment, human capital performance, corporate direction and leadership impact. Other factors included management performance, client and employee satisfaction, and organizational excellence. Satyam's overall score was 93.4 (out of 100).

"Outsourcing experts have a great deal of respect for The Brown-Wilson Group, and its list and to be placed in the top two is a tribute to our superior team of executives, as well the remarkable and talented people they manage," said B Ramalinga Raju, founder and chairman, Computer Services Ltd. "This achievement underscores the fact that the world recognizes our organization's commitment to excellence. It also reinforces our stakeholders' confidence in our capabilities," he added

Raju said, "This recognition brings with it an additional

responsibility to create added business value to maintain our leadership position. We will continue with our efforts of delivering excellence to all our stakeholders.

Satyam Joins \$ One Billion Club

Satyam Computer Services, the last of the frontline technology companies to announce results, came out with numbers, which met market expectations. During the year 2005-06, Satyam crossed the \$1 billion mark in revenues. Satyam is the fourth Indian IT services company after TCS, Infosys and Wipro to cross \$1 billion in revenues.

The company has posted a net profit of Rs 1,239.75 crore for the year ended March 31, 2006 (FY 05-06) as compared to Rs 750.26 crore for the year ended March 31, 2005 (FY 04-05). Total income has increased from Rs 3,546.78 crore in FY 04-05 to Rs 5,012.22 crore for FY 05-06.

The profit after taxation and share of loss in associate company & minority interest as per Indian GAAP is Rs 1,141.73 crore for the year ended March 31, 2006 (FY 05 -06) as compared to Rs 711.64 crore for the year ended March 31, 2005 (FY 04 - 05). Total income has increased from Rs 3,607.67 crore in FY 04 - 05 to Rs 5,125.84 crore for the year ended FY 05 - 06.

A final dividend of 250 per cent (Rs 5 per share on a par

value of Rs 2 per share) has been recommended at the board meeting, subject to the approval of the shareholders. The total dividend recommended for the year is 350 per cent (Rs 7 per share on a par value of Rs 2 per share), including interim dividend of 100 per cent (Rs 2 per share on a par value of Rs 2 per share).

Operations in Hungary

The BPO subsidiary of the Satyam group, Nipuna Services is poised to set up shop in Hungary. This will be Nipuna's third overseas BPO operation as it already has a sizeable presence in the US and the UK.

Nipuna decided to enter Hungary as it had clients in the country as most international companies are settling for Indian BPO vendors with multilingual expertise in delivering solutions across a number of industry verticals.

Nipuna CEO Venkatesh Roddam said: "Nipuna is actively looking to service its international clients out of Hungary. Our parent company Satyam Computers already has a 90-member team operating in Budapest and we intend working closely with Satyam Computers as part of our global go-to-markets strategy, wherein Nipuna's sales/BPO experts work alongside Satyam's overseas software professionals and pitch for international client projects on location."

At present, Nipuna offers BPO solutions in four core verticals, including telecoms, manufacturing, healthcare/insurance and banking-financial services.

Q1 profit up 75 percent

Satyam has reported an increase of 74.76 per cent in its profit after taxation to Rs 360.09 crore for the first quarter ended June 30 from Rs 206.05 crore reported for the corresponding period a year ago.

The total income of Satyam, which has operations in China, UK and Australia, stood at Rs 1,461.24 crore, up 38.14 per cent from Rs 1,057.82 crore reported for the same period last year.

The software exporting firm's profit before interest, depreciation and taxation for the reporting quarter was Rs 430.03 crore, up 57.60 per cent from Rs 272.86 crore reported during the corresponding quarter a year ago.

Income from exporting services was Rs 1,332.42 crore compared to Rs 1,001.73 crore reported for the quarter ended June 30, 2005. The domestic market contributed Rs 54.44 crore, up 66.43 per cent from Rs 32.71 crore reported for the year-ago quarter.

"The result is more than the forecast. The growth continues to be broad-based across verticals and services. The revenue growth was a result of a 7.2 per cent increase in volumes and higher contribution from offshore," said B Ramalinga Raju, founder and chairman, Satyam.

Satyam's revenue guidance for Q2 was Rs 1,521 to 1,524 crore with an EPS of between Rs 8.83 and Rs 8.87.

"We are revising our annual guidance for the fiscal 2007. Revenue is expected to grow in the range of 29.2 - 31.2 percent and EPS is expected to increase in the range of 27.5 - 29.5 percent," Raju added.

The company added 34 new clients during Q1, taking the total to 489. The company hired 1,123 more associates during the last three months to take the total manpower strength to 27,634.

During the June, 30-ended quarter, the company allotted 18,60,502 equity shares of Rs 2 each, consequent to exercise of stock options by its associates. ■





Satyam's smart IT services in Australia

Satyam established its largest overseas software development centre in Melbourne, Australia. The move by Indian IT services giant Satyam Computer Services to establish a new global development centre in Melbourne reflects Australia's appeal as an Asia Pacific regional headquarters and as a source of skilled IT workers.

"Australia was a natural choice to locate our latest global software development centre," says Virender Aggarwal, Director & Senior Vice President, Satyam Computer Services, Asia Pacific, Middle East, India & Africa. "Australia is the Asia Pacific base for a large number of multinationals, local companies are embracing outsourcing and it is a market with plenty of skilled IT workers."

The state-of-the-art facility is the company's largest outside its home base in India and will provide technical development and software support to regional headquarters, local companies and the operations of Satyam's multinational customers elsewhere in the Asia Pacific.

The global software development centre is the company's third software development facility in Australia and brings the total number of staff employed by Satyam in the country to around 300. The two existing facilities serve local clients. Satyam first established operations in Australia in 2001 and the country now contributes around 35 per cent of the company's revenues for the Asia Pacific, Middle East, India and Africa region. In total, Satyam operates a network of 20 global software development centres worldwide as well as a plethora of smaller facilities to support the growing trend of large companies contracting out software development to third parties to reduce costs and improve quality.

Satyam supplies these services to around 370 clients in 46 countries, including 139 Fortune 500 corporations. The company, which is based in Secunderabad, employs 18,000 staff and forecasts revenues of around US\$770

million for the 2005 financial year.

Australia as an offshoring destination

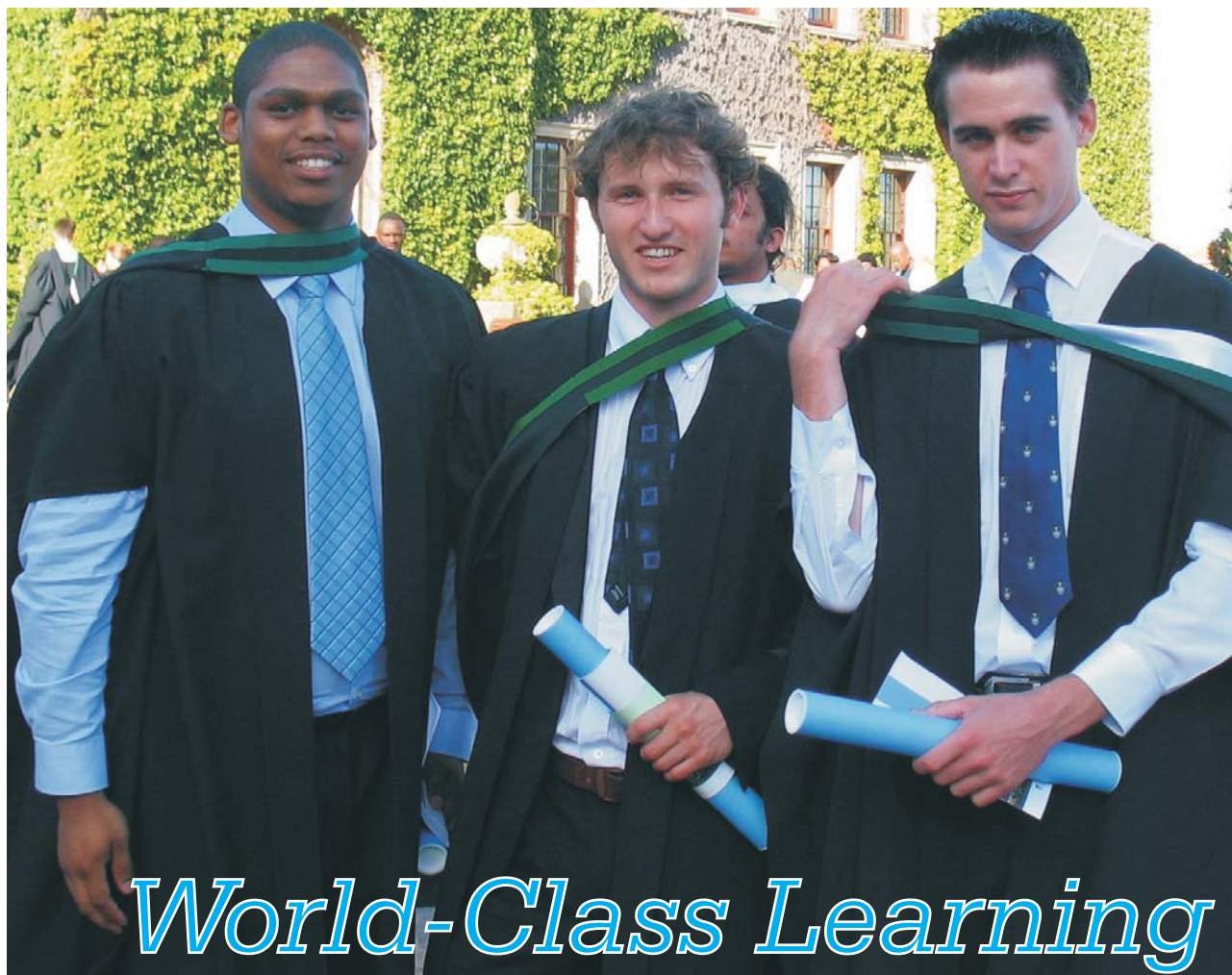
Although Satyam supplies the majority of its services from countries where IT workers can be found cheaply, it also needs facilities located close to client operations and access to highly-specialised IT skills that are most commonly found in developed markets.

According to Aggarwal, that's where Australia comes in. "Australia is one of only two locations in the Asia Pacific where it is practical for our multinational clients to establish headquarters," says Aggarwal, citing reasons of cost, political stability and the availability of English-speaking workers.

For example, a study by the United Nations Conference on Trade and Development found more regional headquarters were established in Australia than in any other Asia Pacific country. Covering the 15 months to March 2003, the study found 54 headquarters were set up in Australia. "No other country can offer its workers a better lifestyle, which also plays an important role in the decision," Aggarwal adds.

Satyam's multinational clients in Australia include the local operations of Cendant, Ford Australia, General Electric, General Motors, NCR, Orica, Primus Telecom and Royal & Sun Alliance. Local companies are also contracting out IT services in increasing numbers and Satyam customers include a top-two supermarket operator, a top-four bank, a telecommunications billing solutions developer and a large telecommunications company.

"We see installations of new software in Australia six months before firms begin using them in Europe and the US - it's one of the most innovative IT markets among developed countries," said Aggarwal. ■



World-Class Learning In Western Australia

Want to study with world-class faculty and resources in a wonderful city? Perth, Western Australia, offers a unique learning environment that nurtures creativity and provides access to unrivaled academic resources. International students will find everything they need to achieve their potential. While reaching their potential they get to experience life in one of the most beautiful, friendly, safe and tolerant cities in the world.

Western Australia's educational institutions and courses are world-class. They provide certificates, diplomas, undergraduate and postgraduate degrees, and doctorates internationally recognised for quality, consistency, affordability, portability and high academic standards. Clearly defined pathways to enable students to continue their education, cover English language to postgraduate university courses and all points in between.

All courses in WA are accredited in accordance with the national Australian Qualifications Framework (AQF). AQF qualifications are endorsed by the Australian government and are recognised in Australia and throughout the world. All universities, colleges and schools are government registered to ensure high quality facilities, resources and staff. The legislation that exists in Australia for the protection of international students is widely acknowledged in the international community as a world benchmark for international education.

There are five universities in Western Australia which between them offer an exciting array of undergraduate and postgraduate course and research programs in engineering, robotics, medicine, business, IT, the services sector and communications. The oldest is The University of Western Australia, established in 1911. Curtin University of Technology can trace its origins to 1900 as

an Institute of Technology, receiving university status in 1986. Murdoch University was Western Australia's second university, opening in 1975. Edith Cowan University can also trace its origins to 1904, becoming a

multi-campus university in 1991. The only private university, Notre Dame, opened in Fremantle in 1991, and has strong links to its United States parent campus.

Perth - A City Worth Staying

Apart from the chance to get a great education, studying in Perth provides the opportunity to sample the rich tapestry of life in Perth. Here are some important facts about Perth:

- It has one of the highest standards of living in the world. This is reflected in the high standards of education, health care, transport, accommodation and recreational facilities



- Perth is a melting pot of harmonious cultural diversity. Over 200 different nationalities live, work and study in this young, progressive society. This is reflected in the wide spectrum of food available. A walk along one of Perth's streets is to sample multiculturalism on a plate

- Perth offers sensational shopping with incredible diversity. Designer label fashion houses, niche boutiques, antique shops, shopping malls and arcades offer the keen shopper a bountiful choice

Public transport in Perth is low cost, convenient and modern. All transport within the central business district is free and students enjoy heavily subsidised transport.

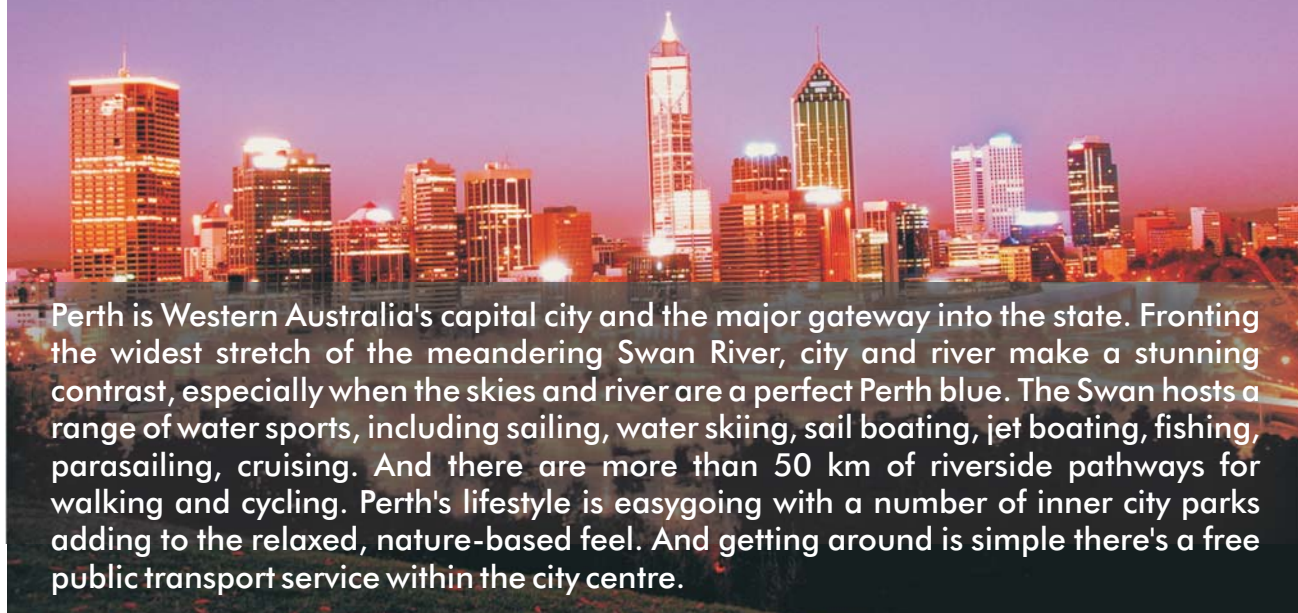
- Western Australia has the lowest unemployment rate in Australia. This means there are more part-time jobs for international students. Part-time work provides a way for students to meet local people and earn some extra pocket money. ■

It is not only in university education that Perth excels. Primary and secondary schooling, vocational education, English language studies and foundation courses represent the other sectors in a world-class education system. In Western Australia there are over 1100 government and non-government primary and secondary schools catering for 360,000 students. About 30 percent are private schools, often with religious foundations, representing every major global religion.

The vocational sector provides education and training courses that award qualifications for direct employment, and entry into universities in Australia and overseas. Courses are delivered through private colleges and 10 government Technical and Further Education (TAFE) Colleges.

Perth's English language study courses attract many students seeking further study and travel within Australia. They are available through many universities, colleges and schools, depending upon the needs, requirements and interests of the student. Perth offers a wide range of quality pre-university study courses at the secondary and foundation studies level. Such courses provide a perfect introduction for students settling into life in Perth, while gaining valuable skills for their university goals. ■

Perth: Parks, beaches, endless adventure & fun



Perth is Western Australia's capital city and the major gateway into the state. Fronting the widest stretch of the meandering Swan River, city and river make a stunning contrast, especially when the skies and river are a perfect Perth blue. The Swan hosts a range of water sports, including sailing, water skiing, sail boating, jet boating, fishing, parasailing, cruising. And there are more than 50 km of riverside pathways for walking and cycling. Perth's lifestyle is easygoing with a number of inner city parks adding to the relaxed, nature-based feel. And getting around is simple there's a free public transport service within the city centre.

Kings Park and endless beaches

For a bird's eye view, take a helicopter flight, or head to Kings Park for a spectacular view across Perth's cityscape and river. Kings Park is Perth's pride and joy, presenting a mix of untouched bushland, botanic gardens, walkways and grassy lawns. Take a walk on the Federation Walkway, relax with a picnic and take advantage of free barbecue facilities. Enjoy an impressive wildflower display in spring or the outdoor cinema in summer.

Within minutes of the city centre are Perth's beaches. There are nineteen to choose from some, such as Scarborough Beach are great for surfing, and others, like Cottesloe with its beachside cafes, are ideal for families.

Al fresco dining and great shopping

Hopping in Perth is fun and affordable. You'll find department and chain stores as well as chic designer outlets, all with a blend of design influences Aboriginal, Asian, African, European.

Dining out in Perth is all about fresh local produce, fine

wines and a superb setting the warm climate encourages people out onto the street and down to the water's edge.

Restaurants and nightlife cater for all tastes and budgets, in the city centre and the suburbs. Northbridge has been joined by a number of other café pulse points including Leederville, Subiaco, Mount Lawley, Sorrento and Cottesloe.

On Sunday afternoons, head to a local pub for the traditional "Sunday Session" it's a great way to experience the Perth lifestyle.

Another local tradition is Aussie Rules football head to Subiaco Oval to see one of the local Australian Football League teams, the West Coast Eagles or the Fremantle Dockers

Avon Valley

Western Australia's Avon Valley is steeped in pioneer history. It's also the place for adventures that keep you firmly in the moment.

Along the Avon River

The white waters of the Avon River host the annual world-famous, heart-pumping Avon Descent canoe and powerboat race. Adrenalin junkies will find rafting another exciting option, which is available all year round or there's sky-diving and hot air ballooning to get you airborne.

Northam boasts the longest pedestrian suspension bridge in Australia, and it's one of the best places for taking photos of the white swans.

There are plenty of refreshing riverside picnic spots around Northam, nearby Toodyay, York and Goomalling, all close enough to Perth city for day trips as well as long lazy holidays.

Driving through heritage country

The Avon Valley offers gentle self-drive trail through rolling countryside with sweeping views. And there are heaps of walk trails from short strolls to leg-stretching treks around the Avon Valley National Park.

Another scenic drive meanders from Beverley to York via County Peak, offering views over nine shires and the Yenyening Lakes chain.

The drive between Toodyay and Chittering winds through picturesque country side with picnic spots, wineries, orchards, farmstays and bed & breakfasts.

York is Western Australia's first inland settlement and, like Toodyay, is awash with heritage buildings, museums, art galleries and craft shops. You'll want to stay a while in both towns to soak up the relaxing atmosphere and to buy a few gifts.

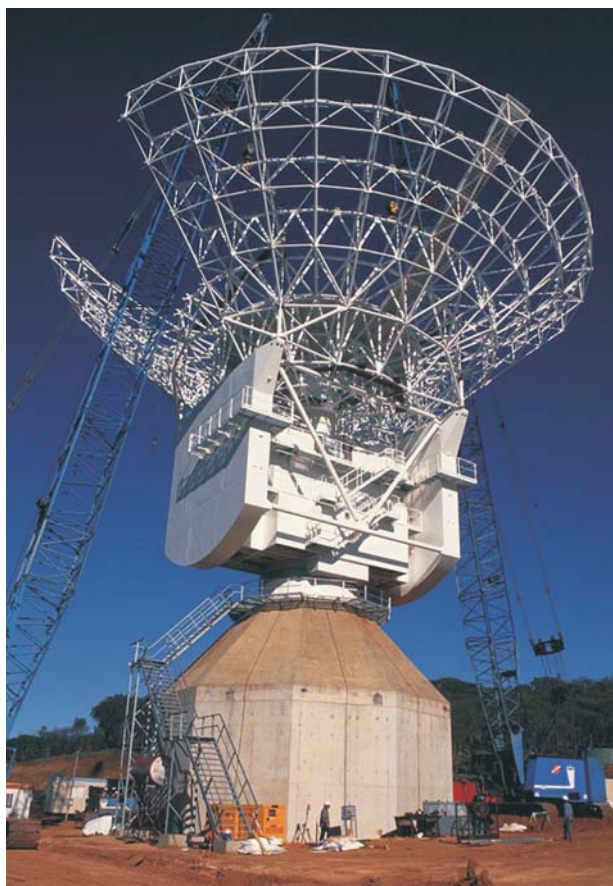
Heritage country is scattered with colonial homesteads among undulating farmland, where farmstays and guesthouses extend a warm welcome. Here's your opportunity to try bush camping within easy reach of several towns.

New Norcia - truly unique

Don't leave the Avon Valley without making the trip north to Australia's only monastic town, New Norcia.

The architecture, with its strong Spanish flavour, dominates the Australian bush setting the entire town is registered on the National Estate.

Take Mass with the monks, try local Abbey wines or mouth watering locally baked cakes and bread New Norcia is unique, tranquil and delicious.



Fremantle and Rottnest Island

There are two places that shouldn't be missed during a visit to Experience Perth - Rottnest Island and Fremantle. Big favourites with locals, they offer relaxing getaways and a blue ocean backdrop.

Fremantle, known locally as 'Freo', is just 20 minutes drive from Perth city. You can also take a scenic route and go by ferry. Rottnest Island, or 'Rotto', lies half an hour's ferry ride from Fremantle perfect for a day trip or short escape.

Fremantle - open seven days

Fremantle oozes heritage and cosmopolitan culture. Seven days a week, the streets are abuzz with shoppers and al fresco diners, while pubs brim over with patrons from across the globe.

A strong Italian influence has produced a vast array of pizza and pasta restaurants, alongside a wide selection of other international eateries.

Don't miss the weekend markets which are great for fresh fruit and veggies or that unique gift.

But best of all, are the fish and chips. Some of the state's most popular seafood restaurants and cafés are dotted

around Fishing Boat Harbour the perfect place to sample the Indian Ocean's bounty.

Western Australia's pioneering history lives on in the port city, where convict prisons and maritime museums tell fascinating stories of courage and mischief.

Sitting on Victoria Quay is the Western Australian Maritime Museum. Designed to depict a boat stranded on a sandy promontory, the museum houses famous sailing vessels along with hands on exhibits bringing sea-faring heritage to life.

Weekends make way for an array of street performers, setting an artistic and fun-loving tone for shoppers.

Funky Australian fashions, the freshest local produce and the latest indigenous art you will find it all in Fremantle's boutiques, markets and shopping centres.

Spend the day or stay a while in 'Freo' and really get into the lifestyle. There's no shortage of accommodation choices ranging from stunning hotels to backpackers' lodges.

Rottnest Island relaxing and rejuvenating

'Rotto' has a tranquil atmosphere it's the island where the locals go to get away from the every day. Situated just off the coast of Perth, Rottnest Island is renowned for superb snorkeling, diving, surfing, fishing, boating and

swimming in crystal bays. There's plenty for land-lovers to do too, including golfing and walk trails. Private vehicles are not permitted on the island. Instead, visitors hire bicycles and pedal their way from bay to bay or catch the bus.

Accommodation is in villas, cabins, hotel rooms or on the campsite, but needs to be booked well in advance. Wherever you stay, Rottnest Island's relaxed pace will leave you rejuvenated and ready to face the real world again.

Peel and Rockingham

Intricate waterways, soothing beaches and native forests are standout features of the Peel and Rockingham. Less than an hour's drive south of Perth, both offer a variety of activities for day trips and short getaways.

Enjoy a round of golf, plunge into the thrill of white-water rafting, or take a peaceful walk deep into jarrah forests. Ideal conditions for fishing and boating are also plentiful and there are local wineries and outdoor cafes to enjoy.

Family fun and watery activities

Both Mandurah the Peel's 'capital' and Rockingham are great family destinations, with their wide grassy foreshores for picnicking and cafes for al fresco and waterfront dining.



They are also famous for interactive dolphin experiences and fishing Mandurah's crabbing season drawing visitors from far and wide.

The safe, sandy beaches and sheltered waters of Cockburn and Warnbro Sounds are ideal for swimming, diving, sailing, boating, windsurfing and fishing.

Or explore the Peel waterways on a charter cruise or houseboat perhaps the most idyllic touring option to while away a few days meandering along the marvellous Murray River.

Action for land-lovers

The adventurous have an array of activities to keep them busy. Canoeing, white-water rafting and world class golfing are just the beginning. There's the chance to hike part of the world famous Bibbulmun Track or cycle the Munda Biddi trail and families will love the farm animal interactions and pony rides.

Be sure to catch a ride on the Hotham Valley Tourist Railway steam train, as it winds through Western Australia's magical jarrah forest and seasonal wildflowers. If this gets you into a nostalgic mood, reminisce on a tour of discovery through the many timber towns dotted around the region, such as Serpentine, Jarrahdale and Dwellingup.

Jarrahdale is Western Australia's first timber town. Nestled in the foothills it is a good base from which to explore winding forest walks, historic villages, woodcraft outlets, and the Serpentine National Park another great picnic spot. With so much to see and do in the Peel, you may like to stay a few days. There is accommodation to suit all budgets from backpackers and caravan parks to farm stays and five star luxury and family resorts.

Sunset Coast

Experience Perth has some of the most pristine coastline in the world. Powdery white beaches stretch from the city's western suburbs to Lancelin, 125 kilometres north of Perth. Although local life revolves around the water, Perth's beaches are never crowded, giving a sense of space and freedom.

Hire a bicycle or convertible car and make the best of the glorious sunshine with a beachside picnic along the sunset strip, or try something more active like windsurfing or yachting.

Perth beaches

A local favourite is Cottesloe, 15 minutes from Perth city. Bustling cafes, children's playgrounds, warm sunshine and the inviting Indian Ocean draws young crowds and families for body boarding, surfing and snorkeling.



City Beach and Floreat Beach are also excellent for body boarding and sunset beach fishing. Surfers should head further north to Scarborough Beach and Trigg Island, 15 minutes north-west of the city. Most Perth beaches have playgrounds and cafes, and there's a large range of beachfront accommodation in Scarborough.

Nature & Adventure at the Marmion Marine Park

Nature lovers and fishing enthusiasts will have a ball in Marmion Marine Park, stretching from Trigg Island to Burns Rock. The reef has formed shallow crystal lagoons where dolphins play, and sea lions laze nearby on Little Island.

Mettams Pool is a calm snorkeling spot, ideal for little people and new swimmers. Find it by following the oceanfront cycle track from Sorrento Beach to Trigg.

Hillarys Boat Harbour also offers shallow, protected swimming, and the famous Sorrento Quay is right next door with its timber boardwalks lined with cafes and specialty shops. Hillarys and Ocean Reef have marinas with public boat launching facilities.

From bushland to sand dunes

At Joondalup, in the northern suburbs, there are picnic areas and a walk trail where visitors can view and interact with kangaroos and local bird-life. Half an hour north-west of the city and you're among dunes, limestone cliffs, bushland and parks, such as Yellagonga and Neerabup.

National Park is hard to beat. It's located within an hour of the city, and is also famous for its koala sanctuary, limestone caves and Aboriginal program. Local Nyoongar people teach visitors about bushtucker, playing the didgeridoo and traditional dancing.

Another half hour will find you in a small fishing village called Lancelin, basking between glittering ocean and gigantic sand dunes. This is the spot for the adrenalin rush of world-class windsurfing and exhilarating sandboarding, as well as great fishing, sailing, diving and surfing.

Swan Valley and Darling Range

Cellar-door wine tastings, eclectic dining and invigorating bush walks are just some of the temptations attracting visitors to the Swan Valley and Darling Range for day trips and short getaways.

Tall timber forests, tumbling waterfalls and sweeping



views are an inspiration to artists, who keep the local galleries well stocked.

Head into the valley by car or take a cruise up the Swan River from Barrack Street Jetty. Tour the award-winning wineries, art studios and craft shops by coach or orse-drawn wagon, or explore on horseback starting at historic Guildford.

Into the forested landscape of the Darling Range Into the hills, John Forrest National Park epitomises the natural beauty of the Darling Range, with bush trails, granite outcrops and waterfalls.

Mundaring, in the heart of the hills, is the site of one of Australia's greatest engineering feats the Mundaring Weir and the Golden Pipeline, which carries water all the way to Kalgoorlie. Discover fascinating pioneer history, follow a gentle walk trail, or visit the Hills Forest Activity Centre for all kinds of outdoor activities, from camping and bushcraft to canoeing and abseiling.

The first leg of the Munda Biddi Bike Trail stretches from Mundaring to Dwellingup, and the award-winning Bibbulmun Track begins at Kalamunda and covers a full thousand kilometres to the south coast.

Kalamunda's Zig Zag offers a scenic view over the city, or head to the History Village for more Darling Range heritage.

Among several irresistible picnic spots are South Ledge, perched above Mundaring Weir, and Lake Leschenaultia, named for one of the many native wildflowers that carpet the hills in spring.

Accommodation in the valley and hills includes self-contained chalets, farm-stays, caravan and camping parks, luxury hotels and even converted railway carriages.



You focus on exports. We cover the risks.

Red. Associated with danger, it fits in perfectly with the concept and the word 'credit'. And credit plays a central part within the world of exports.

However, with ECGC behind your exports business, you don't have to worry about the 'red' associated with buyer credit. Just choose the most suitable policy from a range of custom-made export insurance policies. We assure you that our evolving reach and services will definitely help you find the policy that suits your needs best.



An - ISO 9001: 2000 Certified
(For Head Office and 13 Branches)

Insurance is the subject matter of solicitation.

Export Credit Guarantee Corporation of India Ltd.

Express Towers, 10th Floor, Nariman Point, Mumbai 400 021, India.

Tel: (022) 5659 0500-10 • Fax: (022) 5659 0517

• E-Mail: marketing@ecgcindia.com • Visit us at: www.ecgcindia.com