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Alliance

**India & Australia Forge
Stronger Biotech Ties**

Interaction

**Australia Keen on
Tapping Indian
Innovative Skills**

Innovation

**Promoting Business
With India,
Australian Style**

Tourism

**A Continent of Visual
Contrasts**

The
Best Choice
For
Biotech Investment

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Australia: A Continent of Visual Contrasts

Dear Reader,

Greetings. Australia is at par with its counterparts in the West, especially the UK and the US, in areas involving research and development, thanks to many of the country's well established institutions. Added to this is the advantage of the country's unique biodiversity. Then there is Australia's track record of commercialization of research. All these factors have made Australia an outstanding location for biotechnology. Today, Australia has emerged as the right choice for biotechnology researchers and investors looking to develop new products and tap overseas markets. The country's highly trained workforce, a wealth of natural resources and transparent and dependable regulations have helped make Australia the best choice for biotech investment in the Asia-Pacific region. The number of core biotechnology companies in Australia had more than doubled over a period of just five years to 427 in 2006. The cover story of the current issue of Indo-Australian Business highlights Australia's achievements in Biotechnology. India's achievements in biotechnology are more or less similar. Biotechnology has over the years emerged as one of India's most promising sectors of growth, thanks mainly to research and development that has taken place in universities and specialized institutes in this country. The biotechnology industry is racing ahead on the same lines as two of its illustrious predecessors, namely, the Information Technology and the pharmaceuticals sectors. The availability of highly qualified and skilled workforce has been an additional advantage. Precisely for this reason, that India and Australia have identified biotechnology as one of the key areas of their collaboration. To further forge this alliance, the two countries signed an agreement during Australian Prime Minister John Howard's visit to India in March 2006. We carry a report on this alliance. Garry Draffin, International General Manager, Invest Australia, under whose leadership the organization's India office has been opened in Mumbai, believes that dovetailing of Australian capabilities with highly developed Indian skills can benefit both countries. We carry a report. The Australian government is launching a new initiative to strengthen its commercial engagement with India and labeled it appropriately as "Utsav," meaning a great celebration in Sanskrit. The issue highlights the Australian commitment to promote business with India. Bilateral trade between India and Australia had grown by a phenomenal 190 percent in four years between 2002 and 2006, a development that is very heartening. We carry the report in Invest Australia news. The variety and diversity of Australian landscape do not cease to amaze the tourist. We present this continent of visual contrasts in the tourism section. Besides all these, you have our regulars.

Wish you happy reading,



Satya Swaroop

Managing Editor

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Location Advantage, a Booming R&D Sector & Trained Workforce Make Australia...

The Best Choice for Biotech Investment

Leading-edge research and development, exceptional scientific talent, unique biodiversity and a track record of commercialization have made Australia an outstanding location for biotechnology. Australia is the smart choice for biotechnology researchers and investors looking to develop new products and tap overseas markets. The country's highly trained workforce, wealth of natural resources and transparent and dependable regulations have helped make Australia the number one biotech location in the Asia-Pacific and sixth in the world. The number of core biotechnology companies in Australia has more than doubled over a period of just five years to 427 in 2006. As at December 2006, the market capitalisation for biotechnology and medical devices companies listed on the Australian Stock Exchange (ASX) was A\$26.5 billion.

Australian research has helped pave the way for medical breakthroughs such as contributing to the discovery of the curative effects of penicillin, the cochlear implant, and establishing the link between *Helicobacter pylori* infection and stomach ulcers. Leading research also includes the development of synthetic Omega 3 fatty acids and gene silencing technology.

The nation's tradition of discovery was highlighted again in 2006 when the US Food and Drug Administration (FDA) and Australia's Therapeutic Goods Administration (TGA) approved the world's first cervical cancer vaccine, developed by 2006 Australian of the Year, Professor Ian Frazer, Director UQ Diamantina Institute for Cancer, Immunology and Metabolic Medicine (DI) The University of Queensland.

Also in 2006, the fledgling pharmaceutical company Pharmaxis received approval for its

asthma diagnostic drug in Sweden, potentially paving the way for approval in all EU member countries. Furthermore, Progen Industries announced it had received FDA approval for initiating phase III clinical trials for its anti-cancer drug PI-88.

These strengths, and more, have attracted global researchers and biotechnology companies to Australia, contributing to a maturing local biotech industry.

"Australia pulls well above its weight internationally in bioscience and biomedical research. Australia's research scientists have shown over the last decades that they can help to turn their groundbreaking basic research into health care products with considerable international impact. These include the colony stimulating factors, the bionic ear, Relenza, and the recently released cervical cancer vaccine Gardasil. Each of these has the potential to improve significantly the health and wellbeing of the world's citizens and Australia's prosperity," says Professor Frazer.

Australia's location provides a distinct advantage. China, India,



Japan, Malaysia and Korea are all important trade and investment partners for Australia and are making significant investments in biotechnology. Australia is currently negotiating Free Trade Agreements with China and Malaysia and there has been strong growth in our trade and investment relationship with India.

The Free Trade Agreement between Australia and the United States (AUSFTA) came into effect in January 2005, and deepens the trade and investment relationship between the two countries. It is the United States' first FTA with a developed country since it signed an agreement with Canada in 1989.

A Robust and Maturing Industry

When compared with its US and European counterparts, Australia's biotechnology industry is relatively young, but its continued strong growth over the past few years and rapidly increasing market capitalization mark a major change.

Approximately 50 per cent of the biotechnology companies listed on the Australian Stock Exchange (ASX) have emerged from publicly funded research agencies. Most Australian biotech companies are in the small-to-medium enterprises category. The market capitalisation of combined biotechnology and medical device companies more than doubled from 2003 to 2006, growing from A\$10.1 billion in December 2003 to an estimated A\$26.5 billion in December 2006.

A recent publication by the Australian Bureau of Statistics reported that business expenditure on biotechnology research and development (R&D) in 2003/04 was A\$377.8 million. In 2006, Australian biotechnology companies and research organizations announced 380 partnerships, of which 67 per cent were with overseas companies or agencies attesting to the strength of Australian biotechnology R&D and the commercial opportunities it is generating.

The industry has 474 therapeutic products in development. Australian inventors were granted 107 biotechnology patents in the US in 2006. Specialization of Australian research in biotechnology To determine the extent that economies have developed expertise in key areas of modern science, the OECD compares countries by degree of specialization in biotechnology patents.

The relative specialization of countries is inferred from the share of patents of a country in biotechnology as a proportion of the national total, based on patent applications to the European Patent Office (EPO). Australia is highly specialized in biotechnology patents, behind only New Zealand and Denmark.

The expansion of Australia's preclinical capabilities to regulatory standards of Good Laboratory Practice (GLP) and current Good Manufacturing Practice (cGMP) offer significant opportunities.

Some 20 companies now offer contract scale-up and manufacturing services in Australia, mainly for developmental products required for clinical trials. Among them, companies such as Progen and the Institute of Drug Technology (IDT) meet current cGMP regulations. Amid predictions that the world could face a bird flu pandemic, Glaxo SmithKline recommenced the Australian production of Relenza, the influenza drug developed in Australia. The drug is being stockpiled by a number of countries for the prevention and treatment of the disease.

Mergers & Acquisitions

The first merger and acquisition (M&A) transactions occurred in the Australian biotech sector in 2006, a further sign of a maturing local industry. Nine companies were involved in M&A transactions or were in the process of completing them. These included Alchemia's acquisition of Meditech Research, the first ever M&A deal completed between two Australian-listed biotechs. The most significant M&A deal completed locally was between CSL Limited and Zenyth Therapeutics, with the latter receiving a 76 percent premium on its share price.





M&A deals completed involving international firms acquiring local firms are as follows:

- acquisition of Vision Systems by Danaher Corporation
- acquisition of BresaGen and Mayne Pharma by Hospira
- acquisition of GroPep by Novozymes.

With only 0.3 per cent of the world's population, Australia contributes 2.5 per cent of the world's medical research and 2.9 per cent of global scientific publications. Some of the findings of The Economist Intelligence Unit Benchmarking Study of November 2005 include:

- Australia was ranked first when compared against six competitor countries, including the UK and the US, as a location to conduct clinical trials.
- Australia scored strongly on costs, most significantly against the other OECD member countries such as the US, the UK, Germany and Japan. In particular, it has clear advantages in the costs of hiring skilled labour.
- Australia's intellectual property protection system was ranked ahead of those of Japan, the UK and the US for its strength and balance.

Australia has a highly skilled, multicultural and productive workforce which underpins its international competitiveness. This workforce is being developed through Australia's world-class education system.

According to the Institute for Management Development (IMD), Australia's education system has been ranked fourth and the university education system ranked ninth in the world for its ability to meet the needs of a competitive economy.

In the annual Times World University Rankings, six Australian universities were ranked in the top 50

universities in the world. Notably, four of these Australian universities were ranked among the top 10 universities in the Asia-Pacific region.

In 2005, Australia ranked eighth in the OECD in terms of its proportion of researchers in the total labour force (eight persons per thousand labour force), well above the OECD average of 6.3 persons.

Returns for Global Firms

International pharmaceutical companies maintained strong investment in Australian biomedical research and development in 2006 through their Australian subsidiaries. The Australian Government's Pharmaceuticals Partnerships Program (P3) has supported this investment through incentives to companies increasing their levels of Australian R&D. Successful applicants in the first two funding rounds included:

- Eli Lilly Australia is increasing its investment in drug discovery and pharmaceutical development through collaborative projects, partnerships and contracts with universities, medical research institutes and biotech companies, focusing on neuroscience R&D.
- Janssen-Cilag, a Johnson & Johnson (J&J) subsidiary, will continue its involvement in international Phase I and II clinical trials of experimental drugs for neuroscience, oncology, haematology, infectious diseases, metabolic and cardiovascular disorders. J&J's research centre in Sydney is involved in clinical trials of DNA and RNA-based therapeutic molecules for diseases such as HIV-AIDS and is developing new drugs from plant alkaloids.
- Merck Sharp & Dohme (Australia) is investing in a range of R&D projects, spanning basic research to pre-clinical research, in collaboration with Australian company CSL. It is also sponsoring clinical trials from Phase I to Phase IV.
- Servier Laboratories Australia has a portfolio of drug-discovery pharmacology projects and Phase I and II clinical trials in cardiovascular disease, diabetes, osteoporosis, mild cognitive impairment and schizophrenia. Its P3 program will evaluate six drug-led molecules and is collaborating with leading Australian researchers to identify new drug candidates.

Application for the third and final round of P3 closed on 20 November 2006. Grants from the final round will be available to successful applicants for a two-year period from 1 July 2007.

Positive Response from Capital Market

Bioshares, an Australian biotech investment publication, reported that in 2006 Australian life science firms raised almost A\$630 million, comparable to 2005 but significantly higher than the annual amounts raised in 2003 and 2004. Significant capital raisings completed by Australian-listed biotech and medical devices companies during 2006 are as follows:

- Ventracor (artificial heart devices) raised just over A\$50 million through a private placement and a rights issue.
- Clinuvel (photo protective agents) attracted about 10 European institutions onto its share register and raised A\$41 million.
- Heartware (artificial heart devices) raised A\$32 million.
- Protagonist Pty Ltd (biologic and small molecule therapeutics) received A\$11.9 million in investment capital from US Lilly Ventures, Melbourne-based Starfish Ventures and the Queensland BioCapital Fund.
- Clinical Cell Culture (tissue engineered products) raised about A\$13.8 million from a share purchase plan and placement.
- Peplin Limited (cancer therapeutics) raised A\$40 million from a number of investment groups, including the specialist biotech investment fund MPM Capital, on the back of positive clinical trial results.
- Progen Industries (cancer therapeutics) raised A\$20 million in underwritten capital on the back of positive clinical trial results.
- Peptech (biologic therapeutics) completed the sale of its stake in Domantis to Glaxo SmithKline for an estimated A\$178 million. This sale makes Peptech one of the best

resourced biotech companies in Australia.

Global Partnerships

Major pharmaceutical companies and biomedical research foundations around the world continue to show strong interest in collaborative research into drug development and testing with Australian biomedical companies. Among recently signed collaborations are:

- Cytopia and Novartis (Switzerland): Cytopia signed a global licence and R&D collaboration with Novartis to develop orally active, small-molecule therapeutics for the prevention of transplant rejection and the treatment of a number of autoimmune diseases, including rheumatoid arthritis. Subject to milestone delivery, the deal is worth as much as A\$274 million.
- Biota and Boehringer Ingelheim (Germany): Biota completed a collaboration and licensing deal with German giant Boehringer Ingelheim to develop and commercialise its nucleoside analogue drugs for the treatment of hepatitis C infections. The deal has a value of up to US\$102 million.
- Polynovo Biomaterials and Medtronic (US): Polynovo, jointly owned by Xceed Biotechnology and the Commonwealth Scientific and Industrial Research Organisation (CSIRO), signed a partnering and licensing deal potentially worth more than A\$11 million with the world's leading medical device manufacturer, Medtronic. The deal will enable Polynovo to refine its biodegradable polymer stent for the treatment of cardiac and vascular diseases.
- Evogenix and the National Institutes of Health (US): Evogenix signed a cooperative R&D agreement with the NIH, under which researchers at the NIH will perform testing and initial clinical evaluation of Evogenix's new anti-cancer antibody therapeutics.

Government Support

The Australian Government is committed to fostering a world-class culture of innovation and R&D infrastructure. Its efforts are strongly augmented by investment by state and territory governments.

The Government's A\$8.3 billion science and innovation strategy, *Backing Australia's Ability*, provides a comprehensive funding base, plus the assurance of continuing, strong public investment in the development of the nation's biotechnology industry.

Biotechnology Australia (BA) was created to assist in



coordinating the Government's approach to biotechnology. It comprises five Australian Government partner departments (Agriculture, Fisheries and Forestry; Environment and Water Resources; Health and Ageing; Industry, Tourism and Resources; and Education, Science and Training). BA, with its partners, is responsible for developing and implementing the National Biotechnology Strategy which underpins the Government's vision to ensure Australia captures the benefits of biotechnology, while protecting the safety of people and the environment. The National Biotechnology Strategy provides a framework through which the Government and key stakeholders can work together to achieve an agreed vision for biotechnology.

Commercialization of Research

Australia is a world leader in health and medical research on a per capita basis, with a research output twice the OECD average. In its 2006/2007 budget, the Australian Government announced the allocation of an additional A\$905 million for Australian health and medical research. This includes A\$500 million for the National Health and Medical Research Council (NHMRC) to support research into new medical knowledge and novel technologies to prevent or treat diseases.

The NHMRC recently released a booklet providing an overview of NHMRC-funded research projects that met the highest international standards of excellence. Among the ten best medical research projects were those related

to: asthma, diabetes, Parkinson's disease, mental health, prostate cancer, preventive measures against cardiovascular diseases, and a super computer virtual brain signaling simulator.

The Cooperative Research Centre (CRC) program melds public and private-sector investment and R&D expertise. This program was set up in 1990 to establish formal, strategic seven-year agreements between research providers and users in the public and private sectors. CRCs are major drivers of biotechnology and biomedical innovation in Australia. A recent study by the Allen Consulting Group on behalf of the CRC Association concluded that for every A\$1 of public funding invested in the CRC program, Australia's GDP rose by A\$1.60.

In the most recent CRC funding round announced in December 2006, the Australian Government committed A\$310 million to the CRC program. Successful grants were awarded to:

- Establish a new CRC for Cancer Therapeutics (CRC-CT). The CRC-CT will be funded for seven years by an award of A\$37 million and further contributions from the participants totaling A\$148 million. It will be headquartered at the Walter and Eliza Hall Institute in Melbourne.
- Establish a CRC for Biomarker Translation from an existing CRC to develop antibody-based therapeutics and diagnostics. The Biomarker CRC will be funded by an award of A\$30 million and includes two large US biotech



companies, Amgen and BD Biosciences, as commercial partners.

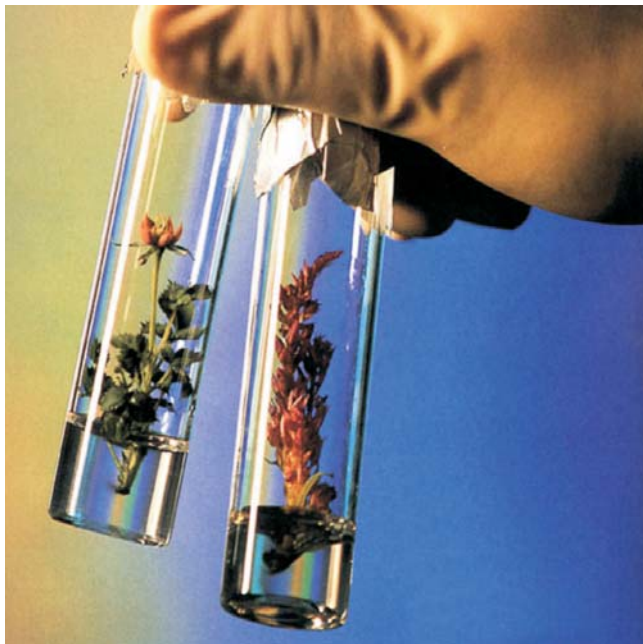
More than 70 CRCs operate across a wide range of industry sectors. Nearly one-third are completely or partially involved in biotechnology, biomedical or environmental bioscience research. Over the last few years, approximately 50 per cent of Australia's biotechnology companies have been spun out of publicly funded research institutes.¹⁵

Eleven CRCs specialise in agricultural research, such as the Australian Centre for Plant Functional Genomics, a national centre of excellence for research into plant gene function. Such agencies, working with private companies, are using biotechnology to boost the productivity and yields of crop plants and livestock species and to develop healthier foods, including 'nutraceuticals' crops that provide both nutrition and health benefits.

One of the largest and most diverse research organisations in the world, the Australian Government's Commonwealth Scientific and Industrial Research Organisation (CSIRO), devotes seven of its 22 research divisions to agricultural research. The CSIRO has made it a strategic priority to serve as a catalyst for industry innovation. It is focusing on the current and future needs of industry to add value to small, medium and large corporations. With total annual revenue of A\$946.8 million, CSIRO ranks in the top one per cent of world scientific institutions in 13 of 22 research fields.¹⁶ It employs 6,558 staff, including more than 2,000 doctoral graduates. Worldwide, the CSIRO is involved in over 740 current or recently completed research activities, working with leading scientific organisations and firms in the United States, Japan, Europe, and with developing countries, especially in Asia. Biotech research programs at CSIRO that offer commercial opportunities are:

- Drug discovery and development the use of proprietary technology for the creation of designer antibodies for targeting cancers.
- Diagnostics the use of novel polymerase chain reaction technologies, monoclonal and recombinant antibodies for infectious agent identification, and disease investigation and prevention.

In January 2007, the Australian Government announced that CSIRO will receive more than A\$2.5 billion over an extended four-year funding cycle. The increase in funding cycle from three to four years will provide CSIRO with greater financial stability and will enhance resource



planning for long-term scientific research.

Industry and Government Action Plans

The Australian Government also supports industry through Action Agendas. These industry-led and Government-supported strategies increase the growth prospects of an industry by identifying the steps needed to develop and enhance the sector's sustainable competitive advantages.

The Pharmaceuticals Industry Action Agenda (PIAA) is dedicated to doubling Australia's share of the global pharmaceuticals industry by 2012. It aims to achieve this through the collaborative efforts of industry, government and researchers to increase investment in Australia; make Australia a global hub for research, development and commercialisation; and position Australia as a global exporter of pharmaceutical goods and services. As part of the PIAA, an R&D Task force was established in 2004 to ensure that the regulatory and clinical trial environment is supportive of industry needs. The Task force is working towards establishing national frameworks for ethics approvals and the conduct of clinical trials.

The Medical Devices Industry Action Agenda aims to foster a robust, global medical devices industry renowned for improving health outcomes, lowering costs and exporting solutions globally. It unites the devices industry from research, manufacturing, distribution and commercialization to work together towards achieving a common goal within a national framework. +



India & Australia Forge Stronger Biotech Ties

Collaboration between India and Australia in science and technology was further enhanced at the inaugural Joint Biotechnology Committee (JBC) meeting, led by the Indian Department of Biotechnology (DBT) and the

Australian Department of Education, Science and Training (DEST), held in New Delhi recently.

The meeting brought together representatives of peak government agencies responsible for science and biotechnology, key researchers from universities, major research organizations and learned academies in both countries.

The scientific and technological relationship between India and Australia has a long history. A treaty level agreement signed between the two countries in 1986 underpins a range of other pacts, including a memorandum of understanding (MOU) between DEST and DBT regarding cooperation in biotechnology which was signed in 2006, at the same time as the Australia-India Strategic Research Fund was announced.

Delegates provided updates on major national policy developments in relation to biotechnology, including India's exceptional growth in the sector. The Chief Scientist of Australia, Dr Jim Peacock and DBT Secretary, Dr M K Bhan noted the importance that each country placed on the bilateral relationship and that they looked forward to the continued expansion of activities of mutual interest.

Delegates agreed on proposals under the inaugural round of the Indo-Australian Fund for Scientific and Technological Cooperation in Biotechnology (Indo-Australian Biotechnology Fund).



The JBC agreed that the supported proposals encompassed some excellent research across areas of mutual benefit to both countries. It was noted that the number and caliber of applications received in the first round of the Indo-Australian Biotechnology Fund was extremely encouraging and augured well for future rounds of the Fund. It was agreed that both governments would continue to promote opportunities to develop collaborative research proposals to individuals and organizations for future rounds of the Indo-Australian Biotechnology Fund to ensure that the caliber of applications would remain high. DEST and DBT also agreed that joint proposals for workshops designed to generate future collaborative projects would be considered on a competitive basis under the Fund.

Indo-Australian Biotechnology Fund

The Australian Government, in association with its Indian counterpart, has established the Indo-Australian Fund for Scientific and Technological Cooperation in Biotechnology (Indo-Australian Biotechnology Fund). It is jointly managed by the Australian Government Department of Education, Science and Training (DEST) and the Indian Government Department of Biotechnology (DBT).

The Indo-Australian Biotechnology Fund provides support, assessed on a competitive basis, to promote and support scientific and technological cooperation between Indian and Australian researchers in both the public and private sectors, drawing on complementary strengths in both countries.

The Fund also supports collaborative research activities and workshops. The Australian and Indian Governments have identified areas of priority for bilateral collaboration, which will be reviewed from time to time. While applications in other areas may be considered, the current priority areas are: Biomedical devices and implants; Stem Cells; Vaccines / medical diagnostics; Transgenic crops; Nutraceuticals and functional foods; and Bioremediation.

A Memorandum of Understanding signed between the Indian Department of Biotechnology ('DBT'), Government of India and Department of Education, Science and Training ('DEST'), Government of Australia at New Delhi on 6 March 2006 envisages the development of specific arrangements which would further foster co-operation between India and Australia in the field of biotechnology.



The JBC considered the current funding guidelines in light of lessons earned from the first round, relevant science and technology, including biotechnology, policy and developments in both countries, and priority areas with high probability for the development of successful collaborative projects. It was agreed that for Round Two of the Indo-Australia Fund only minor changes would be required to the guidelines and that departmental officials from DEST and DBT would negotiate and agree on the specifics of these changes prior to the opening of the next funding round. It was also agreed that Round Two of the Fund would open for an eight week period, commencing.

The JBC agreed that priority areas for Round Two of the Fund would remain unchanged as follows:

- Biomedical devices and implants
- Stem cells
- Vaccines / medical diagnostics
- Transgenic crops;
- Nutraceuticals and functional foods; and
- Bioremediation.

Delegates were informed of progress in delivering biotechnology related workshops agreed at the inaugural JSTC meeting in June 2005. The JBC was informed that a workshop on bioremediation hosted by TERI had been successfully convened in India from 11 to 13 March 2007. It also noted that the Stem Cell workshop will be hosted by the Australian Stem Cell Centre in Australia on 12-13 June 2007.

The JBC noted that an invitation to India's Science and Technology Minister Kapil Sibal to visit Australia had been extended, and that officials from both India and Australia would continue to work together to explore a mutually agreeable programme. It was agreed that the next JBC would take place in Australia in 2008.

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Analytical Instrumentation Solutions in Biotech

A Matter of B.A.T-ability

By Harshad Bahulikar

The scope of the word "Biotechnology" is huge and cannot be discussed within a single article. We here will talk about Analytical Instrumentation is an important area in biotechnology. It is a high-end knowledge based instrumentation and corresponding software solutions used in biotechnology.

Analytical instruments cover a wide range of industry verticals, and to name a few; pharma, engineering, instrumentation (instrument manufacturers). Developing new drugs, testing them extensively for efficacy and safety, and compliance with regulatory requirements in short time are the challenges faced by the pharmaceutical industry.

While in engineering we have embedded and system software where validation and verification are important concerns. Instrumentation, in engineering scopes many areas like

materials, biomaterials, elastomers, and ceramics. We also have forensics and security where Imaging solutions are needed in Fingerprint analysis/ Document examination/ Impression analysis/ Video analysis Database comparisons/ Chain of custody database management. In petrochemical and refinery there is a need for data management and sample processing. In most these cases the data captured by these instruments need to be integrated with their ERP or other data management systems.

Today, the Instrument manufacturers (Instrumentation) in analytical and medical equipment are developing cutting edge technology products by incorporating new technologies and advances in the field of IT. The important point of concern here is interfacing with these various analytical instruments with other software / systems.

The Challenge

The gap between the product and service is now decreasing. The software content within the instrumentation is going up. New technologies are emerging within the hardware domain, thereby, increasing the efficiency as well as the effectiveness of the instruments. Thus the demand for upgrading of technologies, new innovations and providing a better solution to the customers in minimum amount of time is a major concern.

With such advanced instrumentation the need for skilled manpower will remain ever-increasing. Thus adding to the issue of up gradation, innovations is the training of manpower to handling of such technological instruments.

With stringent regulations it has become important to monitor and document the performance of these instruments. Thus now it's not only the "Measurement" that matters but the "Performance", present and past, along with the results has become a requirement.



Solution

At BioAnalytical Technologies (India) Pvt Ltd (B.A.T.), we address the above issues. B.A.T. is committed to offer knowledge based Software Solutions and Services by integrating multi-disciplinary skills, in scientific and engineering areas. Domain Knowledge resides at the foundation for everything we do while the latest IT tools and technologies act as our enablers.

B.A.T. invests heavily in developing and maintaining expertise as well as training its employees in new, little known and emerging technologies. This knowledge pool, with domain as well as technical personnel will help the customer turn their ideas into market saleable product. This also helps us respond to changing customer demand.

The business model which B.A.T follows:

KPO- Knowledge Process Outsourcing

B.A.T has people with specialized domain knowledge which is our strength, in terms of KPO one needs skilled high level people for knowledge processing.

OPD-Outsourced Product Development

We offer product development services ranging from new product conceptualization and development to product QA & testing and product maintenance & support.

Along with KPO and OPD we also do onsite services and implementation.

We offer a "Third Win" (Win-Win-Win), which ensures a reduced turn around time for the end customer. Thus assuring the end customer WIN, which helps you WIN, in turn facilitates our WIN.

We provide services in the area of product development, software development, embedded systems and corresponding domains. Also, to cater to the need of performance monitoring we offer a remote monitoring



solution by virtue of which, the service engineers can monitor these instruments remotely.

We not only develop new solutions but we also help our customers with testing, from a user perspective to bring value addition and dovetail knowledge acquired while working with various verticals form the industry.

Advantage B.A.T

The advantage one has while working with B.A.T- ability to quickly to ramp up with the right people available for projects. Team with diverse skills under one roof with rich experience and domain knowledge. Quick to respond and 100 percent ROI in terms of cost quality and delivery. Completely transparent work culture with focus on resource optimization to free up critical resources for clients to perform their key tasks. Team with global outlook having ability to align cross culturally and fully customizable processes to match client processes.

To summarize, the area of analytical instrumentation is of utmost importance in biotech industry, and we at BioAnalytical Technologies India Pvt Ltd have the expertise and domain knowledge to provide solutions for various instrumentation applications.

The author is Business Development Executive at BioAnalytical Technologies (India) Pvt. Ltd.

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Think BIOTECHNOLOGY INNOVATION & GROWTH

Bangalore Bio 2007, the flagship Biotech event of India will be held from 7 to 9 June. The Bangalore Bio, hosted by Department of IT and Biotechnology, Government of Karnataka and organized by Vision Group on Biotechnology, over the last six years has emerged as the largest congregation of India's Biotech community generating tremendous interest and response worldwide.

After the success of Bangalore Bio 2006 which witnessed the participation of more than 72 national and international speakers, 600 conference delegates, 140 exhibitors, 20,000 business visitors from over 15 countries, various states of India, the 2007 event assumes more importance than before.

Bangalore Bio 2007 India's biggest Biotech Show with it's powerful Focal Theme invites you to "THINK BIG . . . Think Biotechnology, Think Innovation, Think Growth".

Besides, the future of your business-your organization's ability to compete, grow, and create value-depends on its ability to connect innovative ideas, path-breaking technologies and global markets.

Bangalore Bio 2007 will be the preferred destination for you bringing together international participation from the biotechnology, pharmaceutical and financial sectors, offering a dynamic platform to showcase innovations in products and services, transform concepts into markets, explore investment and partnering opportunities and forge new alliances.

The premier annual Trade Show in the Biotechnology industry offers exhibitors an opportunity to gain ultimate business exposure within the biotech community. It is an excellent platform for big industries as well as starts-ups to showcase their Technologies, Products, Research and Services.

The Trade Show covers over 4,500 sq.m. of air-

conditioned state-of-the-art facility and attracts over 20,000 business visitors. The Trade show will have special emphasis on creating opportunities for business visitors to interact with the exhibitors. The Trade Show is an excellent platform for outsourcing, collaborations and tie-ups.



BYB (Build Your Business) Forum

Bangalore Bio 2007 invites Biotechnology industry to leverage this networking platform for buyers - sellers of various organizations.

Trade Show participants can use the facilities to hold B2B meetings to explore Collaboration, Investment, Marketing, Trade, Research Process Outsourcing etc. Facilities offered include corporate presentation slots, discussion booths, business center and conferencing facilities.

Bangalore Bio 2006 facilitated over 400 one-to-one business meetings for potential collaborations, partnerships & alliances.

A conference will also be held parallel to the Trade Show in which leading biotechnology scientists, researchers, industry spokespersons will make presentations and initiate discussions.

Some of the prominent speakers include Prof. H. Sharat Chandra, Director, Centre for Human Genetics, Emeritus Professor, Indian Institute of Science, Dr. Byrappa Venkatesh, Principal Investigator, Institute of Molecular & Cell Biology, Singapore, Dr. Nezih Cereb, Managing Director, President & Co-founder, Histogenetics, USA, Dr Anupama Gaur, Team Leader Application Support, Labindia Instruments, David Ewing Duncan, Science Journalist, The BioAgenda Institute/UC Berkeley, USA, David Basiji, CEO, Amnis Corporation, USA and Shrikumar Suryanarayan, President R & D, Biocon. ■

Australia Keen on Tapping Indian Innovative Skills - Garry Draffin



Garry Draffin

Garry Draffin, International General Manager, Invest Australia, under whose leadership the India office has been opened in Mumbai, is very optimistic about the tremendous potential that this country holds for bilateral trade. He says Australia is keen to attract India's globally recognised skills in developing innovative business processes in his country.

Invest Australia opened its first office in India in August 2006, located in the country's commercial capital of Mumbai. This office, staffed by Mahesh Rathod and working in close cooperation with Austrade and the Department of Foreign Affairs and Trade, will enable Invest Australia to increase the range and scope of its operations in India.

India has emerged as one of the major economic players in the Asian region, which is reflected in its fast-growing bilateral trade with Australia. Invest Australia has a vision to further widen the already strong Indian investment links with Australia's complementary market.

"India has a very big market in terms of export for products like Australian coal, gold and diamonds and for other minerals", says Draffin.

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. In the past few years Invest Australia has



Mahesh Rathod

helped a wide range of international businesses, including some from India, invest in Australia.

For Indian companies, Australia is not only an attractive market but a springboard for doing business in

the fast developing Asia Pacific region with which Australia has a cultural and geographic affinity. The diverse and sophisticated

Australian economy offers Indian companies the perfect platform from which to expand their business interests globally. Australia is proud to host the most multilingual workforce in the Asia-Pacific region.

"Australia is keen to attract India's globally recognised skills in developing innovative business processes and Indian companies are recognising the competitive advantage of having a base in Australia" says Draffin.

A diverse range of Indian companies are already investing in Australia, including world class multinationals in software and biotechnology. Australia is the eighth most important destination for Indian foreign direct investment. Australia and India have substantial converging commercial interests, due in part to the changing international environment. In 2006 India became Australia's 6th largest export market with exports reaching A\$10.3 billion. While bilateral trade is balanced in Australia's favour, its expansion has been in both directions and the potential exists for further growth of Indian investment in Australia.

Invest Australia is Australia's national inward investment agency, set up to promote inward investment and encourage foreign direct investment. The role is to highlight the changing scenario, which sees Australia as a powerful and contemporary investment destination so as to support sustainable industry growth and development of the country.

This is achieved by promoting Australia's competitive advantages as an investment destination and actively facilitating investment projects into Australia. With investment advisory specialists in 12 locations around the world, including New York, San Francisco, London, Paris, Frankfurt, Singapore, Tokyo, Shanghai, and Beijing. Invest Australia provides potential investors with a broad, and thoroughly private service.

Currently working with companies on projects with potential investment in Australia of more than A\$50 billion, Invest Australia has taken the country through a wide range of international business. An investment in Australia is an investment in growth, productivity, competitiveness, innovation and lifestyle. It is a decision to tap the world-class intellectual capital, sophisticated infrastructure and unique location of a nation with remarkable political stability in the fastest-growing region of the world.

Invest Australia currently has 14 offices internationally - these are located in Europe, the US, Middle East and the Asia-Pacific. The Australian Government actively pursues every opportunity to open up global markets for our exporters and to encourage investment flows across all sectors.

Industry Sector

Agribusiness

Asia Pacific, Europe and the US are the world's most populous and fastest growing regions where investors in Australian agribusiness see the highest potential for achieving progress.

The country with its vast expanse of terrain for large-scale production and suitable climate and soil conditions facilitates growing of a wide variety of crops helps the nation in agribusiness where about 6,70,000 people are employed and export sales of around A\$111 billion are generated per year.

This exceptional record of the Australian agriculture industry promotes strong investment opportunities especially in industries like meat, horticulture and dairy. Wine too in the country is one of the high-quality products adding to the list.

A proof of a large, fast-growing industry with major potential is the availability of Australian food products in innumerable supermarkets in different countries all over the world.

Biotechnology

Australia is positioned number five worldwide for the level of growth it has undergone in biotechnology. It is a position acquired from the states history in scientific, agricultural and medical research.

The segment is distinguished from others by its approach and focus, depth and credibility, which make the biotechnology investment simple.

Energy Industries

Australia's energy supply is highly reputed in the Asian, European and the US market thereby providing for potential investors a conducive investment climate.

Oil and Gas

The petroleum sector is commercially successful, resulting in large investments in Australia by global petroleum companies. Its success is a result of high quality geo scientific databases and information systems backed with a strong legal framework and a vibrant investment atmosphere, which advances exploration and development.

"Australia has cent percent energy conservation. We see sufficient demand now in the US for energy, with India and China demanding for coal. Therefore, Australia might not get that much affected by the fluctuations in the global oil market on investment", says Garry Draffin.

Coal

With wide-ranging coal reserves concentrated along the nation's eastern seaboard, Australia is presently the world's largest exporter of black coal, thus ranking first in steaming coal and second in coking coal. It is in an excellent position to continue to meet the increasing worldwide demand for coal.

Renewable Energy

Australia has strengths in a wide range of renewable resources, including wind energy, photovoltaic, solar hot water, waste-to-energy conversion, and hydro systems that are improved by rigorous and innovative research, thus striving to excel in future.

Energy Infrastructure

Australia's energy infrastructure too is open for investments. It is estimated that by 2020, at least A\$37 billion will be required for investment to meet Australia's new power requirements and some A\$5 billion will need to be invested by 2012 in power generation.

Environmental Industries

Australian-based companies are providing opportunities for global investors to take new products and processes to the international market. International companies that have chosen Australia as a source of expertise for environmental technologies. Australia's Environment Industry Action Agenda sets a target for the environmental technology industry of more than A\$40

billion in annual sales and A\$4.2 billion in exports by 2011.

Financial Services

Australia's stock market is one of the largest in the Asia-Pacific region. The on the edge stocks of Australia's stock market is double that of Hong Kong and nearly equivalent to that of Korea and Taiwan combined. The depth, liquidity and sophistication of Australia's markets truly strengthen Australia's attractiveness as a global financial services center.

Australia's status as the Asia-Pacific center for funds management, with growth opportunities in areas such as private banking and advantages as a site for back and middle-office processing, have attracted global financial institutions.

Australia's open economy and sophisticated financial services sector has provided the momentum for the expansion of Australia's foreign exchange market activity over the past decade.

ICT

The Australian market for Information and Communication Technologies (ICT) is a world class, sophisticated and internationally recognized place to invest.

The country has made a considerable investment in communications infrastructure, research and development facilities, and advanced skills and training which is all reflected in the ICT market's strong growth in recent years. It has become a leading center for IT support facilities catering to clients across the Asia Pacific and the world.

Manufacturing

With a developed industrial infrastructure, intensive research base, innovation capabilities and supply of elite engineers, Australia has advanced in the manufacturing sector too.

Australia's automotive industry, in particular, is home to more than 200 companies, including global majors, and provides an important base from which new capabilities develop.

The industry is a major source of innovation with continuous investment in increasingly sophisticated research and development.

Minerals

An increasing number of foreign investors are targeting

Australia's minerals sector to invest in iron ore, nickel, copper, zinc, bauxite, manganese, gold and other minerals projects. This country is a world leader in the global minerals industry for the abundant and diverse minerals resources.

Australia also boasts of a transparent legislative framework that provides a high level of certainty to existing and potential investors and facilitates investment through all stages of minerals development.

Mining and mineral activity in the Australian economy earns nearly one-third of the export revenue. The sector is experiencing a period of considerable expansion, driven primarily by huge demand for raw materials from China and India.

Nanotechnology

About 70 research groups around Australia are working on nanotechnology. There are now over 50 Australian nanotechnology companies, 30 of which have emerged over the past few years. Together government and private organizations are providing up to A\$100 million a year for nanotechnology research and commercialization.

The country's nanotechnology expertise reflects the nation's traditional industrial base, with particular strengths in nanobiotechnology, manufacturing, minerals and renewable energy.

South Australia's Flinders University launched the world's first undergraduate degree in nanotechnology in 2003 and a dozen institutions now teach nanotechnology in Australia and worldwide.

Services

The services industry forms the backbone of the Australian economy, accounting for 79 percent of economic activity and employing 70 percent of the nation's workforce.

Australia is an ideal location for services businesses because of its competitive costs and, above all, its highly educated, hard-working, multilingual workforce, who is capable of providing the time critical and complex services demanded by today's customers.

The nation's education system is placed fourth in the world for meeting the needs of a competitive economy. Education is now Australia's eighth largest export earner and more than 180,000 international students choose Australia for education every year.

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Promote Business With India, Australian Style

It's An Utsav Now

A new Australian Government initiative will accelerate commercial engagement with India, Minister for Trade Warren Truss has announced in New Delhi recently.

Truss said Utsav Australia (Celebrate Australia) is a first-of-its-kind, sustained marketing and promotions program to raise awareness of Australian business and industry among the Indian business community.

"The three-year marketing and promotions program will be driven by Austrade. It will feature a range of year-round events to highlight the emerging business and investment opportunities across the sub-continent," Truss said.

"The Indian economy has had sustained growth at nine per cent which is generating practical outcomes for Australia. Utsav Australia aims to deepen Australia's commercial links with this dynamic economy.

"India is growing faster than any of our other top 30 export markets. Merchandise exports to India exceeded \$8.8 billion in 2006, increasing by nearly 27 per cent over the previous calendar year.

"Whether it is providing technologies to India's vast mining and resources sector or infrastructure design for the 2010 Commonwealth Games, Australian businesses are already playing a significant role in India's compelling growth, he said. Utsav Australia will build on this energetic commercial relationship, increase recognition of 'business brand Australia' and help Australian business and industry to carve out a niche in the lucrative Indian market.

"Utsav Australia is part of a \$6.5 million Australian Government initiative announced in last year's budget to provide additional Austrade representation and expanded reach into India," he said.

The launch follows the opening of a Consulate-General in Chennai earlier this week which will

deepen Australia's commercial and cultural links in South India.

Austrade's CEO, Peter O'Byrne said India's booming economy is shifting our focus from trade in commodities to fresh opportunities in previously untapped sectors.

"Austrade has identified six key industry sectors for targeted development in India including advanced manufacturing and aviation, consumer retail, food and beverage, ICT, infrastructure, in particular 2010 Commonwealth Games projects, mining and resources, and services.

"Tremendous potential exists for Australian suppliers willing to introduce their products or services to this vibrant mix of growth and change," he said.

Truss said Utsav Australia is another example of the Howard/Vaile Government's commitment to strengthen Australia's increasingly important economic relationship with India and to boost opportunities for Australian businesses in the booming Indian economy.

With representation in 10 Indian cities and a dedicated on-the-ground network of industry specialists, Austrade can provide practical advice, market intelligence, contacts and ongoing support to Australian businesses looking to expand into the Indian market. ■



Warren Truss



Australian '07 Export Awards Launched for 12 Categories

The 2007 Australian Export Awards were officially launched by Minister for Trade Warren Truss at ResMed, winner of the 2006 DHL Australian Exporter of the Year in Western Sydney recently.

Austrade CEO Peter O'Byrne said the Australian Export Awards program, now in its 45th year, exemplifies the strength and broad-based nature of Australia's export community.

"Austrade is proud to present the Australian Export Awards along with our partner, the Australian Chamber of Commerce and Industry. These Awards allow us to recognise the benefits of exporting for Australia and to applaud the achievement of our leading exporting businesses," O'Byrne said.

ResMed Chief Operating Officer (Sydney), Rob Douglas, said the company was proud to achieve Awards recognition and to hold the launch of the 2007 program at its Innovation Centre in Bella Vista.

"As winner of the 2006 DHL Australian Exporter of the Year, ResMed demonstrates its commitment to help people the world over with sleep disordered breathing," Douglas said.

"The Award is testament to our drive in excelling in the field of medical technology and serves as a great pat on the back for our employees and those who have joined us in this inspiring journey."

Australian Export Awards sponsor, DHL, is a world leader in express and logistics offering expertise in express, air and ocean freight, overland transport, contract logistic solutions as well as international mail services, combined



with worldwide coverage and an in-depth understanding of local markets.

"Supporting the Australian Export Awards is a natural fit for DHL as we continue to provide customised solutions and help companies trade internationally," Harlis Malkic, General Manager of DHL Express, Australia said.

Angus Armour, Managing Director of the Export Finance and Insurance Corporation (EFIC), which is host sponsor of the Awards Launch and sponsor of the Awards Services

category, said EFIC had been helping Australian businesses grow internationally for 50 years.

"Our sponsorship of the Australian Export Awards Program,

which recognises excellence on the global stage, reflects EFIC's commitment to helping Australian exporters succeed in competitive international markets," Armour said.

The 2007 Australian Export Awards consists of a series of eight State and Territory export awards recognising excellence and innovation in exporting across 12 categories.

Category winners from each State and Territory are announced throughout September and October and automatically progress as national finalists to the 2007 Australian Export Awards.

From there, 12 national category winners and the overall 2007 DHL Australian Exporter of the Year is chosen. ■





The CeBIT Australia 2007 business technology exhibition and conference held recently at the Sydney Convention and Exhibition Centre was a grand success. The dramatically expanded conference program, and a new show floor exhibition layout that made it easier to find specific technology areas and to identify individual companies had attracted high-level business visitors to the event.

"We've been getting great feedback from our exhibitors about the quality of visitors through the door this year," said Jackie Taranto, Managing Director of Hannover Fairs Australia, the organisers of CeBIT Australia. "They are saying the visitors this year are better informed and more specifically interested in establishing business relationships than previous years," she said.

"We're extremely pleased, because we think it validates some of the changes we have made," Taranto said, adding, "Obviously we still need to debrief with our exhibitors in the coming weeks and

months, but we're hoping that the quality of leads we've heard of anecdotally from exhibitors will translate into business deals and long-term business relationships."

Exhibitors responded positively to the changes, with typical feedback referring to visitors being better informed and more knowledgeable about what they wanted from CeBIT Australia.

"CeBIT's been fantastic. We've certainly over-achieved my expectations in terms of the number of leads generated, and we greatly exceeded the number of pre-registrations for one-on-one consultations," Google Australia/New Zealand Marketing Manager Deepak Ramanathan said.

"And it's been a really good quality of people (coming past the Google stand). They've been better informed and more interested in doing business than other events we've done," he said.

Panasonic Australia Group Manager AV/IT Brendan Frawley said the company had completely redesigned its



CeBIT marketing and exhibition plans to bring it more in line with CeBIT's business-to-business focus.

"Last year we had a different approach, and we were showing a lot of consumer products. This year we've focused exclusively on our business line," Frawley said.

"We were able to really leverage our stand this year. We had 50 dealers in one morning before the show to preview our new digital signage products, and that following night we had a second dealer function to showcase the 103-inch commercial plasma panel," he said. "So the event has worked well for us, and we've had some really good business leads."

As in past years, Hannover Fairs Australia will conduct with its parent company Deutsche Messe a full audit of its exhibitor numbers and attendance data.

Last year, CeBIT Australia attracted about 700 exhibitors and 30,000 visitors. It was reasonable to expect that the event would exceed both numbers this year, though Taranto said the company was much more focused on the quality of its business visitors this year than gross numbers through the door.

CeBIT Australia 2007 attracted nine official international delegations from Germany, China, Indonesia, Malaysia, PNG, Ukraine,



Mexico, Chile and Argentina. Other delegates attended the event in a non-official commercial capacity from the United Kingdom, US, United Arab Emirates and Egypt. CeBIT Australia was attended by a series of senior local and international political leaders, including Communications and IT Minister Helen Coonan, Special Minister of State Gary Nairn and Minister-President Christian Wulff of the state of Lower Saxony from the Federal Republic of Germany.

CeBIT Australia 2007 featured the most ambitious technology conference program undertaken in Australia. Five separate specialist conferences focused on e-Marketing and Search Engine Optimisation, e-Finance and e-Commerce, open source software (Open CeBIT), VoIP and IP Comms, and e-Government.

IBM Corporation's worldwide Program Executive for Global Government Industry Mary Ann Fisher credited the conference events and networking opportunities like the CeBIT celebratory dinner as highlights, saying they allowed people to meet and form relationships.

Fisher, a speaker on the Open CeBIT program, applauded the addition of an open source conference, and commended the government support of the program.

"There's really been a good energy about CeBIT. That's what I've most enjoyed the really positive energy level," Fisher said. "And it was good to see the excitement around open source products. With Open CeBIT in its first year, it was good to see such great participation."

Through the e-Government forum, CeBIT Australia attracted the biggest ever government involvement in a local business technology event, with more than 90 delegates to the forum from the Australian Government Information Management Office alone.



Indo-Australian Two-way Trade up 190 pc in Four Years

India became Australia's 10th largest trading partner (A\$12 billion) in 2006, with a more than 190 per cent increase in trade between 2002 and 2006. Services trade with India grew by 183 per cent (A\$2 billion), the highest increase with any country.

Australia's total trade in goods and services was A\$426 billion in 2006, up by 13.6 per cent over the previous years, according to International Trade Statistics published by the Australian Bureau of Statistics recently. Between 2002 and 2006, total trade with all countries increased by 35 per cent.

In 2006, Japan, China, the United States, the United Kingdom and Singapore were Australia's top five trading partners (goods and services). Between 2002 and 2006, trade with Japan grew by 27 per cent to A\$55 billion.

In 2006, China surpassed the United States as Australia's second largest trading partner after Japan in terms of both merchandise (A\$46 billion) and total trade (A\$50 billion). Between 2002 and 2006, trade between China and



Australia more than doubled. Services trade between the two countries (A\$4.4 billion in 2006) expanded by about 80 per cent during the same period.

Other Asian economies also showed robust growth in their trade with Australia. Between 2002 and 2006, total trade increased by 77 per cent with Thailand (A\$12.5 billion in 2006), 47 per cent with Malaysia (A\$12 billion), 29 per cent with Taiwan (A\$11 billion), 120 per cent with Vietnam (A\$7.3 billion), and 13 per cent with Indonesia (A\$10.4 billion).

+

Australia to Showcase Nanotech at US Tradeshaw

Invest Australia has released the 3rd edition of the Nanotechnology Australian Capability Report. Nanotechnology is a thriving field of research, development and commercialisation in Australia. The country is renowned for its strong R&D credentials, innovative and highly skilled scientists, and enterprising workforce. Coupled with strong government support and strategic international alliances, Australian nanotechnology has delivered significant scientific breakthroughs that will have a lasting impact on our lives.

Invest Australia promotes Australia's nanotechnology capability to the global marketplace and facilitates productive foreign direct investment into Australian industry. The new report provides a capability overview of nanotechnology companies, commercial opportunities and fundamental research. The report includes more than 75 nanotechnology research



organisations and around 80 nanotechnology companies. It is predominantly an e-product, however a small print run has been undertaken for the Nanotech 2007 Conference and Tradeshaw in the US.

As covered in the report, research work in fundamental nanotechnology is quickly leading to applications across a range of industries. High-precision manufacturing techniques for constructing molecular structures are enabling stronger, smoother, more flexible, cheaper and smarter products. Products entering the market include advanced drug delivery methods, immunodiagnostic sensors, next-generation solar cells and energy storage devices, cosmetics and water treatment solutions.

+

\$200 m 'Commercial Ready' Fund to Boost Australian R&D Innovations

Australian innovators will continue to receive targeted assistance with a \$200 million a year boost to the Australian Government's flagship innovation programme, Commercial Ready.

Australian Minister for Industry, Tourism and Resources, Ian Macfarlane, has announced that the successful scheme will be ongoing.

"Commercial Ready has been overwhelmingly popular with small and medium sized businesses, with the Australian Government's investment more than paying off," Macfarlane said.

"Having seen the effectiveness of the scheme, the Government will provide over \$200 million per year on an ongoing basis for matching grants to Australian companies.

"Companies across the full range of industries have already received grants on a competitive basis to support their R&D, proof-of-concept and early stage commercialisation activities.

"Small and medium sized businesses face high risks in commercialising their research. Ongoing support via Commercial Ready will give businesses the certainty they



need to successfully bring their innovations to market.

"Innovation is a key driver of economic growth and has contributed to the growth of our industries and the prosperity we now enjoy. Each project supported through Commercial Ready is assessed to ensure its benefit to the Australian economy," Macfarlane said.

The Government had already committed more than \$1 billion to Commercial Ready to 2010-11 as part of its package Backing Australia's Ability Building our Future through Science and Innovation.

+

Queensland Offers More Avenues for Biotech Firms to Collect Material

Ecobiotics, a North Queensland based company, has been granted a permit to take limited material from nature to create new pharmaceutical, medicinal and other products under the state's Biodiversity Act 2004.

Queensland Premier Peter Beattie is behind the Act as he believes it balances conservation and bio-discovery since under the Act the collection of samples is strictly limited and this is administered by the Environmental Protection Agency to ensure sustainability of the species being collected and their environment.

Ecobiotics Chief Executive Victoria Gordon said the collection permit, giving permission to collect native materials from rainforests, along with the company's biodiscovery access agreement with the Queensland

Government, provided business and legal certainty for the commercialisation of products to multinational clients. Ecobiotics is keen to invest in growing their enterprise and this permit provides great opportunity to expand biodiscovery activities into a broader collection area.

Queensland's unique biological diversity has the potential to create jobs and new industries, while developing cures and therapies that could help us enjoy longer, healthier and happier lives.

An important new industry is being driven forward while at the same time preserving our rich diversity for future generations.

+

Australia Offers 34 New Areas for Offshore Oil & Gas Exploration

Australian Resources Minister Ian Macfarlane has recently announced the release of 34 new offshore petroleum exploration areas in Commonwealth waters.

"The Offshore Petroleum Exploration Acreage Release program is a key part of the Government's strategy to encourage investment in petroleum exploration and provide for Australia's long term energy security," Macfarlane said.

The 2007 release areas are located across six basins off the Northern Territory, Western Australia, the Territory of Ashmore and Cartier Islands and Victoria coastlines.

The release also includes six Designated Frontier Areas which are eligible for the frontier exploration tax incentive of 150 per cent uplift for exploration expenditure.

"Increasingly, global petroleum explorers are viewing Australia as a 'big gas' opportunity with low sovereign risk, and Australia has attracted a number of new global explorers over the past two years," Macfarlane said.

"Government initiatives, such as \$135 million in increased funding to Geoscience Australia for pre-competitive data acquisition; tax incentives to



encourage exploration in frontier areas; and an improved speculative seismic data acquisition policy; have played their part in boosting Australia's attractiveness to explorers.

"The take-up rate of acreage released each year has risen from just short of 50 per cent in 2002-03 to 90 per cent for the 2005 release. Borrowings of pre-competitive data from Geoscience Australia, used by explorers to define the best drill locations, have tripled between 2004 and 2006."

Bids for 17 of the new areas close on 18 October 2007, with the remaining 17 areas closing on 17 April 2008. All bids are assessed under the work program bidding system and will be awarded for an initial term of six years.

+

South Australia's SMEs Gear up to Grab More Defence Contracts

The South Australian Government is extending a successful program designed to help small to medium businesses secure a bigger portion of the lucrative defence "pie". The \$200,000 Commercial Defence Ready program was established by the State's Department of Trade and Economic Development in July 2006 to help businesses win national and international contracts within South Australia's rapidly growing defence industry.

Already, 140 businesses have become involved, exceeding the government's expectations. An additional \$150,000 in funding has been allocated, allowing an extra 90 businesses to boost their ability to tap into the lucrative defence contract market.

"The uptake shows the high level of interest from industry in exploring its capability to supply defence," says South Australian Premier Mike Rann, adding that the

government is keen for those local businesses willing to meet the defence industry's exacting standards to do all they can to successfully tender for contracts.

South Australia continues to win about 30 per cent of the nation's defence capital expenditure in naval, aerospace, land and electronics programmes.

Besides the \$6 billion AWD contract, the State also has the \$3.5 billion Collins Class Submarine Through-Life Support contract both won by ASC Pty Ltd and South Australian-based Tenix Defence and Australian Aerospace have signed the P3 Accord Master Agreement to provide innovative capability upgrades and Through Life Support (TLS) solutions for the RAAF Orion AP-3C weapon system. This program will deliver hundreds of millions of dollars in upgrades to the aircraft and support facilities through to 2015.

+

Australia to Target US Market to Sell Automotive Components

Australian automotive component manufacturers have a golden opportunity to tap into global supply chains through a new initiative launched on 17 April, 2007.

Team Australia Automotive (TAA) will be the name for the group of world class Australian automotive suppliers that will target opportunities for Australian suppliers in new US vehicle platforms.

"Breaking into global supply chains can be difficult but it is of vital importance to automotive component makers in Australia for the growth and sustainability of the Australian automotive industry," Minister for Industry Tourism and Resources Ian Macfarlane said recently.

"The Supplier Access to Major Projects (SAMP) Global Program will provide valuable assistance and increase opportunities for Australian companies in major international project supply markets."

Under the SAMP Global Program, \$280,000 has been allocated by the Australian Government to TAA to target the US market. The initiative is being coordinated by the Industry Capability Network Limited (ICNL) in Australia and Austrade in the US.

Other partners include Australia's Federation of Automotive Products Manufacturers and the South Australian and Victorian Governments. TAA has appointed Kenmar Corporation to build momentum for



the Australian automotive component industry in Detroit.

TAA has already talked with 28 Australian component makers and suppliers, while Kenmar is establishing links with the headquarters of General Motors, Ford and DaimlerChrysler as well as the top Tier 1 suppliers. Kenmar will be leading an Australian trade delegation to Detroit in the second half of this year.

"The next five years will be critical to the Australian automotive industry," Macfarlane said. "The transition is challenging but we are already seeing the emergence of a new industry. It is outward looking and able to hold its own on the world stage. This initiative will bring immediate results for the Australian automotive components industry," he added. +

Progen's PI-88 Cancer Drug in Final Phase of Clinical Trials

Australian biotechnology firm Progen Pharmaceuticals has recently announced its final 48-week data in the wake of a positive 30-week Phase 2 results for its anti-cancer candidate PI-88, confirming the trends of its preliminary results and exceeding its efficacy objectives. The Company will now move into Phase 3 clinical development of PI-88 in sites around the world, including the US, Asia and Europe.

The first stage of the Phase 2 trial was designed to determine the appropriate dosage and possible efficacy of PI-88 in reducing early tumour recurrence in patients who had primary liver cancer tumours surgically removed. The study resulted in 63% of patients injected with 160mg doses of PI-88 remaining disease-free after 48 weeks, compared with 50% of patients not treated

with PI-88. It also found the time taken for tumours to re-emerge improved 78% in those treated with PI-88 compared with untreated patients (to 48 weeks from 27 weeks). PI-88 was well tolerated by patients in the 160mg arm of the study, and there were few adverse events that could be linked to the treatment.

"We are excited with the strong results PI-88 demonstrated in slowing the return of liver cancer," said Justus Homburg, CEO of Progen. "These data give us the confidence to aggressively pursue the development of PI-88 towards registration and commercialisation."

"On the basis of these data and our discussions with FDA, we are no longer contemplating conducting stage two of this Phase 2 trial. We are now planning a multinational Phase 3 trial of PI-88 at a dose of 160 mg/day, to begin patient enrolment in the second half of 2007. The Phase 3 trial will be designed with overall survival and disease-free survival endpoints." +

New Initiatives to Showcase W. Bengal's Tourism Potential



Dr. G.D. Gautama, IAS, Principal Secretary in West Bengal Government's Department of Tourism and Cottage & Small-Scale Industries, is the man credited with leading the IT turnaround in the state. In his new assignment, he has initiated a number of measures to revamp tourism in the state, with the same zeal and aggressive marketing as he did for the IT sector. Dr. Gautama speaks to U.S. Pandey.

West Bengal has always been regarded as a state with tremendous tourism potential. Why has it not been in the same league as some of the other popular destinations in the country?

It is true we have not been able to harness the potential which our State offers in the tourism sector. The state has much to offer to tourists and is blessed with the snow-capped Himalayas, beaches and coastal areas and many other landscapes which are a delight for the

tourists. Possibly we have not been able to market the sector to the fullest extent. It is one areas we are looking at extremely seriously.

What are you doing in this regard?

To start with we have already appointed Ernst & Young as consultants. Their interim report is almost complete. Their brief is on four main sectors. To advise us on the tourism policy, on segmented tourism, to attract more investment and also on infrastructure. We have also floated an expression of interest to appoint a professional PR agency to advise us on how to reach out to the national and international market more effectively.

What are the other marketing initiatives that have already been set into motion?

We participated in ITB Berlin this year, which was held from 6 to 11 March. During the exposition, we presented the tourism potential of our State to foreign visitors. India was a partner country at the fair. We were able to showcase West Bengal to a number of people who had never even heard of our state. There were a number of queries. This would help us both in investment in the tourism sector, as well as in attracting more tourists to the State. We are participating in various seminars/exhibitions within the country to showcase the



potential our State has in the tourism sector.

The Royal Bengal Tiger once used to be a very popular mascot for the tourism department.

Yes, the Sundarban Tourism circuit is extremely valuable. Apart from the Darjeeling Himalayan Railway, Sundarbans is a world heritage site and one-third of the entire delta is located in our state. The Central government is going to appoint a consultant for the Sundarbans delta which will address issues related to tourism, ecology, infrastructure and related issues.

There are other important features as well in the state.

Apart from the Sundarban circuit we have a number of circuits like the Wildlife tourism circuit, the tea tourism circuit of North Bengal, the Kolkata circuit, the Hill tourism circuit and the Heritage circuit.

What have you done on the less glamorous sectors?

We do get a huge number of medical tourists from the neighbouring countries of Nepal, Bangladesh and Bhutan, apart from other places in the region since the medical facilities here are cheaper and better. The state tourism department has also flagged off a Tourism Promotion Investment Board and we are looking to promote tea tourism, heritage and medical tourism in the state. River tourism also has a huge potential and there are exciting heritage sites on the banks of the river Ganges offering glimpses of the Colonial era right from Kolkata to Murshidabad.

Although Bengal has had such rich history, the heritage tourism sector has not realized its potential. What are your plans on this front?

There are some interesting plans to showcase the historic battlefield of Plassey and exhibit the artistic works of our terracotta craftsmen at Birbhum and Bankura. The age-old imperial buildings of Kolkata and the fabulous

heritage sites at Malda, Murshidabad, Nadia and Bishnupur are no less remarkable

We do not seem to get the high-end tourists to the Digha beach?

We do not have clear water beaches like those in Goa or the Car Nicobar. We have what is called the yellow water beaches. Hence we have to make do with local tourists. The Central government recently has sanctioned a project to develop the tranquil beach resorts of Shankarpur and Digha.

Tourism infrastructure has always been one of the weak links in the state. What kind of infrastructure development are you planning?

We are already working on one-stop destination for tourism related activities to come up at Kolkata and Siliguri. We are looking at a number of possibilities like jungle resorts for a niche market. We are also looking at possibilities for concept tourism and a number of other facilities like highway amenities with restaurants, waiting rooms, parking area, landscaping and handicraft centres are being developed. Eco resorts can bring in instant market recognition. A number of other capital intensive ventures are being planned in the PPP mode.

How would you visualize tourism growing as an industry in the state in the next two years?

Being the largest employment provider, tourism is a part of service industry that can change the face of any economy. Infrastructure has to be beefed up along with other strategies on which we are continuously working. We are very hopeful that soon we shall be able to position Bengal on the tourist map of the world. We are trying our best to offer a boost to the tourist hotspots of Bengal. The state is witnessing huge growth and tourism is going to play a vital role in positioning the state as an economic powerhouse. +



Australia:

A Continent of Visual Contrasts

Australia is a land of contrasts - topographical, cultural, physical, meteorological and visual. Thousands of years ago, the Aborigines were the first to settle. They lived as hunters and gatherers for this entire time, living with a close link to nature.

In the 15th century, explorers from the Netherlands and possibly from parts of the Arabic world and other European countries are believed to have landed in the far North and West of the country. However, due to the severity of the climate, the poor soil and the complete absence of conditions required for living, gave up and went somewhere better.

In 1770, Captain James Cook landed in Botany Bay, which today is part of Sydney. (in fact Sydney Airport juts out into Botany Bay) This commenced with the landing of the First Fleet in Sydney Cove (now Sydney Harbour, near Circular Quay railway station) on 26th January 1788. The British government decided to use convicts to tame the newly discovered continent and did not care a lot for the people that were already there (for example, the land where Melbourne now stands was sold by the aborigines for a handful of beads). Deportation to Australia lasted for about eighty years. After this all immigrants went more or less voluntarily.

Australia became an independent nation on 1 January 1901. The British Parliament passed legislation allowing the six Australian colonies to govern in their own right as part of the Commonwealth of Australia. In 1986 history was made again when parliament passed legislation that ended the power for the British Parliament to legislate for Australia.

Today a growing proportion of Australians were born overseas. Their combined cultural heritage makes the Australian culture a real global one. However, most cultural groups tend to live in enclaves with little interaction and real multiculturalism such as in London, New York or other major cities does not exist. Australia has also discovered the value of the Aboriginal culture and uses it to sell trinkets to a strong tourist market.

While Australia is a nation in its own right, it is also a technically a continent, with large differences between regions. It has a reputation as a land of leisure, with sun, sea and an enviable 'Crocodile Dundee' outdoor lifestyle, but this is just a very narrow conception of a continent. The reality however, is that most people work all day, and then spend the weekend running around trying to pack life into the two days on the weekend. Only the homeless and tourists have time to sit around on the beach, or laze away days watching sport on TV.



Tasmania

World Heritage Region

One of the states is the island state Tasmania of which one fifth is World Heritage area. Each state has its own national parks with their specific character where you can indulge in bush-walking or maybe even rock-climbing. When you're interested in the miracles of water-world, you can't miss out on the Great Barrier Reef on the east coast, the main reason for many travellers to visit Cairns. The Wet Tropics of Queensland comprise dense rainforests and foaming waterfalls. Rare species of animals can be spotted in the famous Kakadu National Park as well as ancient aboriginal art. These old drawings can also be seen in the Namadgi National Park.

Good places to set off for exploration of the great outdoors are big cities such as Canberra, Darwin, Adelaide and Perth, that all have interesting sights and a good cultural atmosphere as well. Of course, Australia is surrounded by sea, so good swimming and surfing beaches are more rule than exception, generally these beaches will be full of only tourists, especially during the week. So fun can be had watching people who haven't heard of sun screen yet turning into lobsters, or getting trapped in the surf.

North of Brisbane, is the Sunshine Coast one of the many stretches of coast where you can find excellent beaches, South of Brisbane is the better known Gold Coast, famous for being home to Australia's equivalent of trailer park people and teenagers who can't afford a holiday somewhere better. Don't forget the smaller historically interesting Alice Springs, or William Creek [the most isolated town in Australia] that will lead you right to the famous Ayers Rock.

Deserts, rainforests, big cities....and just when you thought you'd caught a glimpse of the versatile character of this fascinating continent, you forgotten about Melbourne and the excellent skiing opportunities in the Alpine National Park

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Sydney

The hyperbole you hear about Sydney, the beautiful harbour City, is all true. Unfortunately, aside from the view, Sydney really has very little to offer. Most tourists would be better off buying some postcards over the internet and not bother going - the experience and the photos will both end up being better.

When flying to Australia, the foreign traveller is most likely to arrive in Sydney. Try and get a window seat to take in the awesome scenery as the plane sweeps in over the Harbour, the city spreading out beneath you. The airport is located in the drab and industrial suburbs to the South of the city in Botany Bay, where Cook originally arrived. This bay was originally intended as the place for the city Sydney, but the subsequent fleet found another spot (this one even had fresh water - the Tank Stream, which now flows underground, its course now shown only by markers in city footpaths) in Port Jackson, also known as Sydney Harbour. The Opera House and the Harbour Bridge are located there.

And after a 20 hour flight, that is probably where you want to go after you arrive dead tired in Sydney. Change some money at the airport and then jump in a cab. And let it drive you to your hotel 'downtown' (in the 'city' or 'CBD' as they say here). It's going to cost you approximately \$35 Australian dollars (\$23 US). You can also take the yellow-

green airport-to-city buses, if you want to save money. Trains also run right into the city, but are a bit more expensive than buses. The city is likely to be disappointing for many tourists due to its small size, its desolateness on the weekends and its lack of interesting things to do there. Many first time visitors may find themselves asking 'where is the city?' even when standing in the middle of it.

Circular Quay

But what us there to really enjoy Sydney?, why don't you experience 'A Perfect Day in Sydney'? (be careful though, doing more than one thing in a day will likely leave you with nothing else to do for the rest of your stay). An obvious starting point is Circular Quay, with the sails of the Opera House sparkling in the harbour off to your right, and the iconic arch of the Sydney Harbour Bridge (or the 'Coathanger' as locals over the age of 73 affectionately call it) looming up on your left.

From here you can jump on a ferry to Sydney's entertainment hub (if you are looking for a Star Trek convention), Darling Harbour, or jump on the scenic ferry trip out to Manly. A short bus ride away is the world famous stretch of sand at Bondi Beach, one of Sydney's most polluted and ugliest beaches and full of only tourists as all the residents know of many much nicer beaches, not to mention the smaller beaches nearby at Coogee, Maroubra and others approaching the airport. Further afield there are the stunning Blue Mountains, Ku-ring Gai National Park or the pristine Northern Beaches.

And come the evenings, Sydney's restaurant and bar scene is becoming reasonable, with world-class cuisine at some one or two restaurants. Sydney knows how to let its hair down, and is famous for its parties, including New Year's Eve, the Sydney Festival in January and the Mardi Gras in February. However, most of these parties are all about the pretext of looking good, rather than having fun.

+



Adelaide, South Australia's capital, with a population of two million, houses nearly 70 percent of all inhabitants of the state. The city itself was thoroughly planned and is noted for its spacious parklands and gardens. Australia's fifth largest city is noted for its attractiveness and relaxed atmosphere, quality of life and hospitality.

The city centre, especially around East End and Central Market, is covered with shopping centres and restaurant and cafés. Finding a way to spend your day won't be a problem, because Adelaide has plentiful options for travellers. Make sure that you leave some energy after visiting one of the many museums and seeing the famous statues and memorials. The sparkling nightlife, with an overload of bars, clubs and discos, most certainly deserves some of your attention.

WOMADelaide, Glendi (Greek), Schuetzenfest (German traditions), Bay to Birdwood (vintage vehicles) Clipsal 500 (car race) and more.

Thirsting for something else? Explore the famous wine regions in the city's vicinity or go to the Park Lands. The latter is an extended area surrounding Adelaide and consists of several parks and lakes where you can relax and enjoy a fabulous picnic (don't forget to bring the Australian wine!) The North Terrace Boulevard is home to many cultural and educational organisations and is well worth a walking tour. Enjoy the many elegant, heritage public buildings and cultural institutions such as the Art Gallery, Library, Museum, Migration Museum and Adelaide University. Finish off at the Botanic Gardens and adjacent Bicentennial Conservatory.

Clean Sandy Beaches

Adelaide

Adelaide is renowned for its range of quality cafes and restaurants offering an affordable and delicious range of cuisine including Italian, Greek, Thai, Malaysian, Chinese, Argentinian, Mexican and so many more. The quality of the food is superb. Seafood such as prawns, crayfish, scallops, calamari and King George whiting is fresh and abundant.

A perfect place for an indulgence weekend. Adelaide hosts many festivals and events which attract local, Australian and overseas visitors. These include arts, food and wine, multicultural and sporting events such as the Festival of Arts, Fringe Festival, Comedy Festival,

South Australia is renowned for its clean, sandy beaches and wine regions. The wine growing districts of McLaren Vale, Barossa Valley, Adelaide Hills, Clare Valley wine districts are within easy reach of Adelaide for day tours and the Coonawarra can be visited on the way to the South East or Melbourne in adjacent Victoria. South Australian wine is of world class.

For those who have not explored the outdoors yet, the Adelaide Hill Wildlife Parks might be a nice introduction to Australia's wildlife. Still don't know what to do yet? Take the tram to Glenelg beach and think it over on the long sandy beach.



Melbourne

Melbourne is known as the sporting capital of Australia (and maybe the world?) being the home of Aussie Rules (AFL) Football, the Australian Tennis Open, the Australian Grand Prix and the Melbourne Cup, the premier horse racing Carnival which stops a nation. Melbourne also has the distinguished honour of hosting the 2006 Commonwealth games, the second largest event of its type after the Olympics.

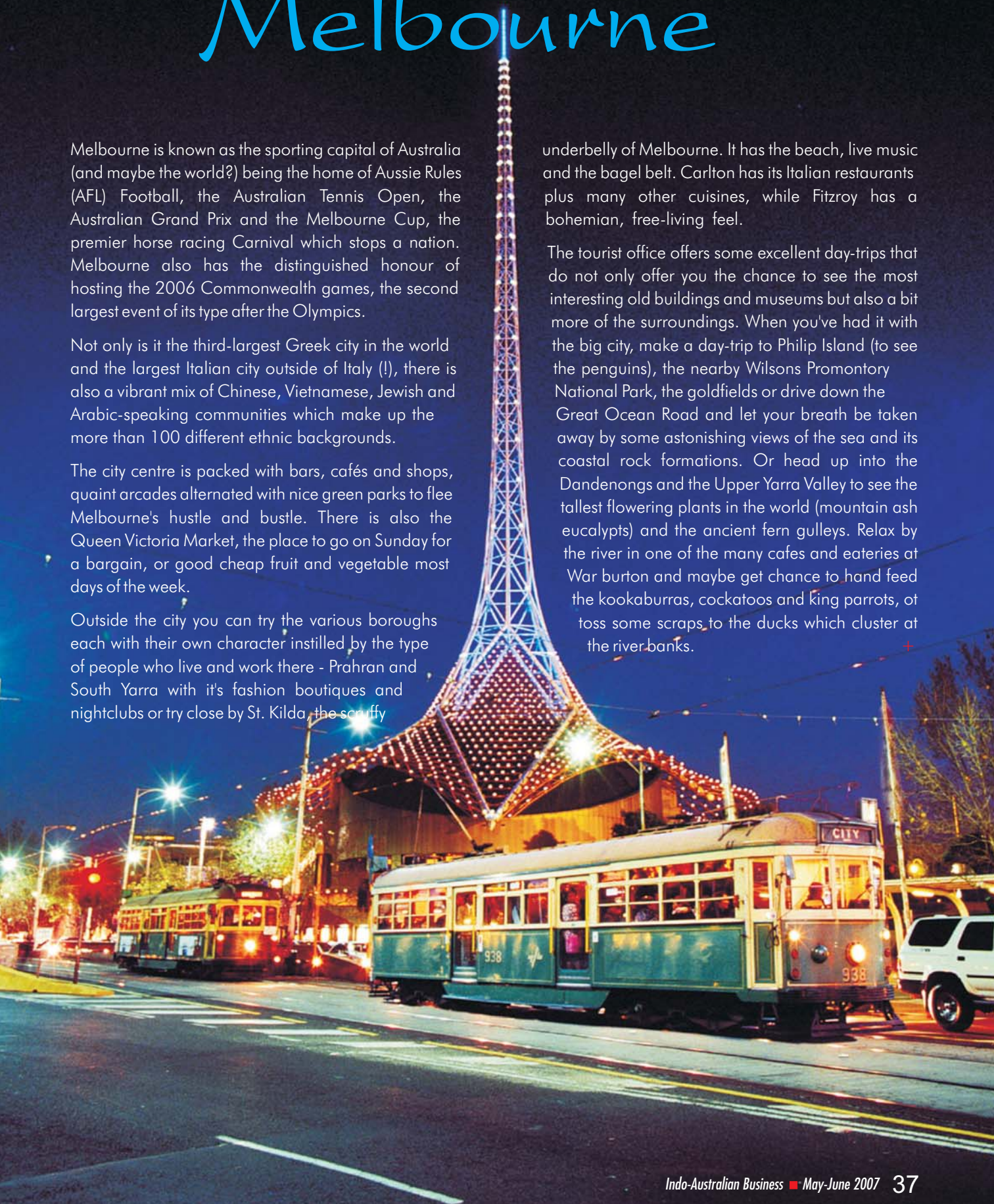
Not only is it the third-largest Greek city in the world and the largest Italian city outside of Italy (!), there is also a vibrant mix of Chinese, Vietnamese, Jewish and Arabic-speaking communities which make up the more than 100 different ethnic backgrounds.

The city centre is packed with bars, cafés and shops, quaint arcades alternated with nice green parks to flee Melbourne's hustle and bustle. There is also the Queen Victoria Market, the place to go on Sunday for a bargain, or good cheap fruit and vegetable most days of the week.

Outside the city you can try the various boroughs each with their own character instilled by the type of people who live and work there - Prahran and South Yarra with it's fashion boutiques and nightclubs or try close by St. Kilda, the scruffy

underbelly of Melbourne. It has the beach, live music and the bagel belt. Carlton has its Italian restaurants plus many other cuisines, while Fitzroy has a bohemian, free-living feel.

The tourist office offers some excellent day-trips that do not only offer you the chance to see the most interesting old buildings and museums but also a bit more of the surroundings. When you've had it with the big city, make a day-trip to Philip Island (to see the penguins), the nearby Wilsons Promontory National Park, the goldfields or drive down the Great Ocean Road and let your breath be taken away by some astonishing views of the sea and its coastal rock formations. Or head up into the Dandenongs and the Upper Yarra Valley to see the tallest flowering plants in the world (mountain ash eucalypts) and the ancient fern gulleys. Relax by the river in one of the many cafes and eateries at Warburton and maybe get chance to hand feed the kookaburras, cockatoos and king parrots, or toss some scraps to the ducks which cluster at the riverbanks.



Brisbane

Brisbane is Australia's third largest, but maybe not its hottest city. Lying amidst the subtropics of South-East Queensland, situated 25km (15mi) upstream from the mouth of the Brisbane River. Brisbane is ideally placed as Australia's most northern capital on the Pacific Rim. Having been host to a string of major international events in the 80s, including the 1982 Commonwealth Games and Expo 88, Brisbane has developed into a lively, cosmopolitan city with several interesting districts, a good street cafe scene, a great riverside park, a busy cultural calendar and decent nightlife. The compact city centre is built along and between the looping meanders of the river, making it easy to explore on foot. The transit centre, where you'll arrive if you're coming by bus, train or airport shuttle (see www.transinfo.com.au for timetables etc), is about 500m (550yd) west of the city centre. The airport is about 15km (9mi) north-east of the city centre.

Queensland's growing tourism industry has brought an influx of visitors to the capital, and with its near-perfect climate year-round, Brisbane comes as a pleasant surprise to most visitors. The city maintains a good infrastructure for conferences because there are plenty of good hotels and nice restaurants. It has some

interesting museums and historical buildings as well as an excellent cultural centre to offer. The South Bank Parklands is the area south of the river and many people, both locals and travellers, like to spend some of their time here. This area has been transformed into a tropical paradise with lagoons, gardens, little shops and a beach. The people of Brisbane are known for their hospitality and the climate is great, so some people really like it there. Decide for yourself.

Brisbane is also surrounded by some of the state's major tourist destinations and there are plenty of options for day trips where both residents and visitors can enjoy a wide range of landscapes. Check out Moreton Bay and its islands that provide the best place for all sorts of water sports. The Pacific Highway leads south to the Gold Coast and its well-known surf beaches. North of Brisbane is the seaside town of Redcliffe, the rainforest and picturesque countryside of Pine Rivers, Caboolture and the Glasshouse Mountains. Bribie Island offers the first surf beach to the north. The Sunshine Coast towns and hinterland are popular holiday spots. Travelling west of Brisbane, past Ipswich, you soon climb the Great Dividing Range to Toowoomba and the rich plains of the Darling Downs.

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