



Australian Government
Australian Trade Commission



How we helped

Industry Country of Origin Type of Investment	How we helped
INFORMATION AND COMMUNICATIONS TECHNOLOGY	
<p>Large information technology Japan – commenced 2006 R&D reinvestment</p>	<p>When this company was deciding where to locate a strategic research centre, we provided input to planning discussions at the regional headquarters in Singapore, and the global headquarters in Japan. This included local case studies and a market intelligence report that outlined the value proposition for establishing ICT R&D in Australia.</p> <p>RESULT: The company decided to create a new Asia-Pacific region Solutions Group in Sydney. The software development work will be done in conjunction with Japan and involve collaboration with Australian SME partners, generating spin-off benefits to local industry.</p>
<p>Communications USA – commenced 2006 Greenfield regional headquarters</p>	<p>This company wanted to establish new satellite telecommunication facilities in regional Australia. We helped to gain Major Project Facilitation (MPF) status for the project from the Industry Minister. This allowed the company to secure investment capital and secure contracts from major content providers.</p> <p>RESULT: The new service will create more than 400 construction jobs, more than 100 technical and executive positions and generate up to A\$500 million in annual export revenue.</p>
<p>Large digital technology Japan – commenced 2004 Reinvestment</p>	<p>We facilitated an interview with a visiting international journalist.</p> <p>RESULT: Publicising the company's Australian activities in the parent company's home market helped raise awareness of the Australian subsidiary's contribution.</p>
<p>Large information technology Japan – commenced 2005 R&D reinvestment</p>	<p>The Australian subsidiary of a large Japanese company spotted the opportunity to win an investment project when the head office considered increasing R&D spending in India. We worked to develop a total cost of business investment proposal that demonstrated how Australia could offer a premium location compared to the sub-continent.</p> <p>RESULT: The existing Australian R&D operation doubled its funding, adding personnel and winning responsibility for worldwide R&D projects. The project demonstrated that the high quality and innovative abilities of Australian engineers enabled companies to conduct R&D at half the cost of US and Japanese locations, and on a par with India-based laboratories.</p>



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<p>Large information technology USA – commenced 2006 Global service centre reinvestment</p>	<p>We worked closely with the local subsidiary to build capacity to service Japanese clients. The company had hit unforeseen roadblocks in implementing this strategy. We liaised with and for the company with the Department of Immigration.</p> <p>RESULT: After extensive consultation, we were able to identify and expedite the most appropriate solution to overcome such obstacles. The company continues to expand its operations, recruiting local multilingual and 'native' speakers to service regional clients.</p>
<p>Large information technology Europe – commenced 2005 Global service centre reinvestment</p>	<p>We met with the parent company in-market and followed up with meetings with the Australian CEO to investigate the company's global service centre project. We prepared market intelligence reports and developed a value proposition for Australia, in collaboration with State Government agencies.</p> <p>RESULT: After developing a comprehensive business case, the CEO presented to the decision makers in the European headquarters. The decision was made to maintain the Australian centre and expand its functions to support the world, with overflow going to India.</p>
<p>Medium information technology Europe – commenced 2003 Global service centre reinvestment</p>	<p>We worked with the company to expand its existing technical assistance centre to service the region and to grow the size and responsibilities of its Australian laboratory. This involved highlighting the time zone advantage, good 'redundancy', skilled labour resources and appropriate management structure, reaffirming the Australian centre's value to the European headquarters.</p> <p>RESULT: The company operates a regional service centre from Australia with enhanced local R&D capabilities. We continue to support their endeavours on a regular basis.</p>

About Austrade

The Australian Trade Commission – Austrade – is the Australian Government's trade and investment development agency. Through Austrade's global network we assist Australian companies to succeed in international business and attract productive inward investment into Australia.