

# EXPORTING AUSTRALIA'S MINING SAFETY EXPERTISE TO PERU

EXPORT CASE STUDY | JUNE 2018

With the Peru-Australia Free Trade Agreement (PAFTA) now signed, Australian mining services company GroundProbe is extending its reach in the South American market.

GroundProbe is a global technology leader providing advanced hardware and software solutions to the mining and civil industries. Based in Queensland, the company exports over 80 per cent of its products, employing around 180 staff across 17 locations worldwide.

GroundProbe specialises in radar and laser-based geotechnical monitoring systems for civil construction and mining companies. These systems detect wall movement, providing an early warning of an impending collapse. With the assistance of monitoring, mine personal can save both lives and equipment, and ensure continuous production.

Peru is home to a number of large-scale mining operations. GroundProbe sees Peru as an excellent opportunity to export its systems and expand its market reach.

## PAFTA unlocks export success

GroundProbe has been in the Peruvian market for over 10 years and has an office in the country's capital, Lima.

Vice President of Global Operations and Sales at GroundProbe, David Noon, says:

'Peru is investing in its mining operations to become more efficient and more effective. Australian technology has a great reputation in Peru, which is good news for providers back home.'

PAFTA will make it easier for Australian businesses such as GroundProbe to do business in Peru.

'We are expecting even more growth in Peru and the Free Trade Agreement between the two countries



'PAFTA will help GroundProbe sell our products and services at a lower cost to the customer. This means we will become more competitive in market, increasing our revenue.'

David Noon, Vice President of Global Operations and Sales, GroundProbe

will certainly help to support that,' Noon says.

## Australia's FTAs building economic growth

GroundProbe is also active in China, the US and Chile – three nations that have FTAs with Australia. GroundProbe is seeing the competitive benefits these agreements provide and is looking to expand its business into Mexico and Canada. Australia, Mexico and Canada are also involved in the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (TPP-11).

'In terms of our global expansion opportunities over the next several years, we're going to be growing more into the civil industry and underground mining,' says Noon.



Australian Government

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'The knock-on effects from these free trade agreements will not only support Australian technology in these regions, but also benefit the local economy by providing more employment opportunities,' says Noon.

## Understanding culture leads to export opportunities

Despite a difference in language and culture, GroundProbe has seen firsthand the friendly nature of the Peruvian people and their willingness to engage overseas businesses investing in their economy.

'The cultural differences between Australia and Peru are quite extensive but I think Australians are very culturally aware people,' says Noon. 'The Peruvians also have a lot of respect for Australia which helps when it comes down to securing business with local partners. Language can be a barrier, but with the help of a translator you can make sure the whole export experience is mutually beneficial for all involved.'

GroundProbe's success in Peru has been shaped by its hands-on involvement and on-the-ground market experience.

'My advice to any Australian business considering exporting to Peru, is to learn, listen and give it a go. It's a great country, and there are many great opportunities for you to take advantage of. Success is certainly within reach,' advises Noon.

**To find out more about Australia's FTAs visit:**  
[austrade.gov.au/fta](http://austrade.gov.au/fta)

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