

## Members benefit from Hong Kong relationships

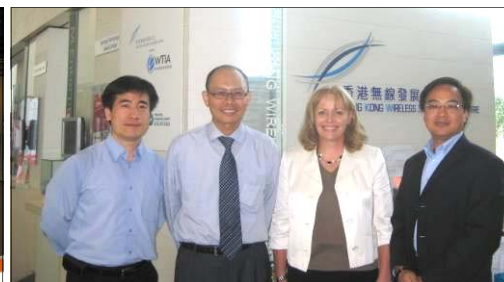


A number of EICTA members and technology industry colleagues attended the ICT Expo in Hong Kong last week, supported by Export Development Executive Christine Cromarty. "We have worked for some years now to develop relationships with key people in the Hong Kong business community and this is paying off," she said.

Christine was pleased to be able to introduce members to industry contacts in Hong Kong, leading to the development of some exciting opportunities - for Michael Haddy, CEO of Innovation Science, "one of the best business meetings I could have hoped for". Shelley Elder, CEO of Axeze, visited the Hong Kong RFID Centre with Christine, where they identified a number of opportunities for Axeze to market its globally competitive expertise in RFID-based solutions.

Clive Wallace was pleased to be introduced to Hong Kong based senior executives to explore potential to market Wallcann's world leading ecommerce trading platform. This connection was made as a result of EICTA signing the MOU with the HK Wireless Technology Industry Association last year, and through new member Anthony Coles' Sinosphere. Hendon Semiconductors had a substantial presence at the event, as did Thomas Man's Neusoft, and Dr Rohan Ward's Core Medical Solutions who followed up with contacts introduced through EICTA late last year. The team at Catapult eLearning Solutions was delighted with the coverage the expo gave them, as was Lino Cardone who worked hard to extend Redarc's Asia contacts at the Austrade networking event.

If you would like assistance with developing export opportunities, please contact Christine Cromarty at EICTA on 8272 5222.



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- Redarc finalist in national awards
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- ESAC Sector Agreement
- Tax Break for SME's
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- Science & Engineering Challenge 2009
- EICTA Insurance Scheme
- Competition promotion from Mutual Community

### Up Coming Events

- **May 7:** Increase your Revenue with Effective & Practical Selling Skills
- **May 12:** Improve your Productivity, Communication and Relationships Workshop
- **May 22:** Networking Business Development Luncheon
- **May 27:** Presentation and Member Networking Event at William Buck
- **June 4:** Email Productivity Course with Wallcann Academy

