



The Hon Andrew Stoner MP
Deputy Premier of NSW
Minister for Trade and Investment
Minister for Regional Infrastructure and Services

MEDIA RELEASE

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LBI AND ZINFI TECHNOLOGIES CHOOSE SYDNEY

Sydney's position as Australia's leading centre for creative digital content development will receive a boost with London-based Lost Boys International (LBI) and Silicon Valley-based ZINFI Technologies expecting to create up to 25 new jobs in 2012.

Deputy Premier and Minister for Trade and Investment Andrew Stoner, who is speaking at a launch function for LBI tonight, said both companies recognised NSW and Sydney as the best location for their Asia Pacific operations.

"It's fantastic to welcome both LBI and ZINFI Technologies to Sydney, home to Australia's largest concentration of digital and creative businesses and jobs," Mr Stoner said.

"LBI is one of the world's largest global marketing and technology agencies. Its arrival in Sydney provides a springboard for the Australian and Asia Pacific markets, with the company forecasting 15 new jobs in Sydney by the end of 2012.

"ZINFI Technologies is a leader in integrated marketing and professional services for IT companies, with Asia Pacific customers including Hewlett-Packard and Hitachi. The company anticipates hiring up to 10 employees to be based out of its Sydney office.

"Sydney is the perfect base for LBI and ZINFI Technologies to further target the Australian market and the wider Asia Pacific region.

LBI Global Client Services Director Laurent Ezekiel said, "The Australian market is shaping up to be one of the most dynamic in the world...we aim to position ourselves at the centre of this boom."

ZINFI Marketing Programs Manager for the Asia Pacific Karo Esmaili said, "Sydney is a world-class city to work, live and play in. We see Sydney as a central hub in Australia and a gateway to Asia Pacific. As we look to grow our Asia Pacific business in the coming years, we'll be relying heavily on attracting highly talented and skilled individuals to our organisation and we truly believe that Sydney can cater for this, as it has one of the best talent pools in the world."

Mr Stoner said the NSW Government has a strong focus on attracting and facilitating new investment to support growth in the State's digital economy.

"Digital is a sector in which we are focusing our efforts to generate more investment and more jobs," Mr Stoner said.

“The State’s economic development agency NSW Trade & Investment offers broad assistance to companies looking to locate in NSW, including market advice, contact introductions, tax and legal information, and information on office space.

“NSW Trade & Investment also enables creative digital businesses to develop with programs including the \$3 million Interactive Media Fund to support creative digital content development, such as electronic games and transmedia projects.

“The NSW Government is committed to strengthening NSW’s position as the number one location of choice for creative digital businesses.

“We have established an industry-led Digital Economy Taskforce to help us develop a strategic long-term vision for the digital economy in NSW.

“The Digital Economy Action Plan will focus on long term productivity and innovation growth and export opportunities covering fields including digital content and applications, information services and analytics, and smart networks and intelligent technologies,” Mr Stoner said.