



The Hon Barry O'Farrell MP
Premier of NSW
Minister for Western Sydney

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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NSW AND INDIA PARTNER THROUGH CeBIT AUSTRALIA 2012 FOR ECONOMIC GROWTH

Efforts to develop international business, trade, investment and R&D links between NSW and India will be enhanced with today's announcement that India will be the partner country for CeBIT Australia 2012, Premier Barry O'Farrell and Deputy Premier and Minister for Trade and Investment Andrew Stoner said.

Mr O'Farrell said CeBIT Australia, to be held in Sydney from 22-24 May, is the Asia Pacific's largest ICT business event and will be used in 2012 as a new international platform to build opportunities between the NSW and Indian economies.

"The NSW Government is committed to growing our economy internationally through business, export, investment, and research and development opportunities, particularly with fast growing markets like India," Mr O'Farrell said.

"The CeBIT Australian Partner Country Program will offer an exciting opportunity to build upon relationships developed through the trade and investment mission I undertook with business leaders to India in November.

"It will help NSW companies target Indian ICT markets as well as business, trade and investment opportunities across other key sectors including professional services, education and research, manufacturing, tourism and healthcare."

Mr Stoner said Sydney and NSW would be promoted as a key Asia Pacific investment location for Indian companies wanting to target the Australian market and partner with NSW organisations.

The NSW Government will also be working hard to leverage opportunities for NSW companies wanting to expand internationally into Indian markets.

"India is NSW's 14th largest trading partner, with bilateral trade between NSW and India valued at \$1.93 billion in 2010-11 and exports to India growing at an average rate of 17 per cent per annum over the past five years," Mr Stoner said.

"Key NSW services exports to India include education and tourism but there is now a wide range of NSW companies active in the Indian market, from hearing implant company Cochlear to biofuels company FAT Systems Pty Ltd, engineering services companies GHD and SMEC, Leighton Contractors, Macquarie Equities, Cox Architects, and major banks like the Commonwealth Bank and ANZ.

“Likewise, Indian companies are increasingly active in NSW, including ICT companies Wipro, Infosys, Polaris Software, MphasiS, Cognizant, HCL Technologies, and Rolta.

“As well as business opportunities, the CeBIT Partner Country Program will allow NSW and India to explore mutual opportunities for innovative companies and research organisations to collaborate through cross-border research and development projects.”

CeBIT Australia Managing Director Jackie Taranto said the Partner Country program facilitated high-level introductions and discussions with the Australian business community, offering an unparalleled platform for future commercial partnerships.

“We look forward to welcoming India as the Partner Country for CeBIT Australia 2012 and to the ongoing collaboration between our two countries,” Ms Taranto said.