

THE AUSTRALIA-TAIWAN ICT CLUSTER

The Australia-Taiwan ICT Cluster was announced as part of the Global Opportunities Program - an Australian Government initiative announced by the Minister for Trade, Simon Crean, MP on 5 February 2009 - designed to help Australian industry sectors access export markets. The Program is delivered by the Australian Trade Commission (Austrade) in partnership with The Australian Industry Group (Ai Group) and other industry organisations.

Ai Group's Australia-Taiwan ICT Cluster is enabling Australian ICT companies to build strong business relationships within Taiwan and develop capabilities to successfully compete in global markets through a networking, business information and advisory hub created to deliver more economic and development initiatives to the overall ICT Industry incorporating Software & Services; Technology, Hardware & Equipment; and Telecommunications Services.

The Australian electronics ICT Industry is a key driver of productivity with strong potential for further export growth through global opportunities and new supply chains. The electronics ICT Industry is one of the world's fastest growing, contributing \$8.8 billion in sales revenue and \$3.6 billion in exports to the Australian economy. This 'transforming' sector underpins Australian company capabilities in automotive, manufacturing, mining, communications, and other key areas of Australia's industrial landscape.

Taiwan, in particular, is a significant key supply chain opportunity for Australian companies as it is leading global production in the electronics ICT Industry. Whereas the Australian market represents less than US\$3.6 billion of value add exports, Taiwan accounts for more than US\$90 billion global production value in the electronics ICT sector. In fact, some 65% of China's electronics ICT industry production is managed by Taiwan owned firms.

Ai Group will provide the best possible start for companies new to Taiwan business and enhance the infrastructure supporting business relations between Australian and Taiwanese companies. Being a member of the Australia-Taiwan ICT Cluster provides business and industry advocacy, information and introductions through the following services;

- Introductions to Taiwan business leaders and officials, including those based in Australia;
- Access and influence with Taiwanese and Australian governments and in particular provide input to the Australian government's continuing engagement with Taiwan;

- Business missions to Taiwan and business lunches, seminars and other events around Australia as well as access to current business information and analyses;
- Assistance in Taiwan, through Ai Group's alliances and affiliations with Taiwanese agencies and organisations, including advice on local practices and culture, market challenges, help with translation, interpreting and logistical support.

With funding assistance from Austrade, the Australia-Taiwan ICT Cluster is Ai Group's forerunner in promoting the Government's collaborative international trade model to Australia's most important trading partners.

The Australia-Taiwan ICT Cluster is a three year service funded specifically for the benefit of the ICT industry. Each financial year, the Australia-Taiwan ICT Cluster will undertake specific projects within the scope of the Global Opportunities Program depending on the success of the Australia-Taiwan ICT Cluster, and the funding available.

Austrade and Ai Group also recognise that the Global Opportunities Program offers an exciting potential for global innovation and it is acknowledged that Australia-Taiwan ICT Cluster participants will have unparalleled access to commercialisation opportunities arising from their investment in intellectual property, time and resources in building solutions.