

Joint effort at Hannover

Roland Tellzen
FEBRUARY 20, 2007

AUSTRALIA'S presence at this year's giant CeBIT trade fair in Germany next month will be boosted by the umbrella Brand Australia banner.

Australian Electrical and Electronic Manufacturers Association chief executive Angus Robinson said his group and Austrade had agreed to participate in the Australian stand at CeBIT Hannover as part of the Brand Australia strategy.

The move follows positive feedback from its initial foray into the field of international promotion when AEEMA and Austrade co-operated to set up an Australian stand at last month's Consumer Electronics Show in Las Vegas.

"We were pleased to see that the branding strategy had such a positive reaction at CES, and we want to move on to the next stage now and play a role in the Australian presence at CeBIT," Mr Robinson said.

Australia's participation in CeBIT 2007 next month is already shaping as the biggest since the 1990s, with more floor space and 16 companies making the trek to Germany to exhibit at the Australian stand.

Last year only 10 Australian companies were on display.

Another six local companies will be exhibiting independently and 25 others will send networking representatives.

"We will now be going to Hannover as well, Austrade will devote more support, and we will be using the Brand Australia logo to tie it all together," Mr Robinson said.

"There will be more companies and more collaboration, and it will be bigger and better than last year."

The renewed emphasis by AEEMA and Austrade on international flag-waving in the IT arena follows a strategy developed in a 10-year Electronics Industry Action Agenda devised by AEEMA in 2003.

Following CeBIT, the strategy also projects similar efforts this year at events such as CommunicAsia in Singapore and a leading technology event in Hong Kong.

This report appears on australianIT.com.au.
