Broadband & Digital Economy, investor visit program

In conjunction with the World Computer Congress, Australia 2010

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Broadband and Digital Economy investment opportunities in Australia

About the investor visit program

Join the **Broadband and Digital Economy investor visit program**, led by Austrade and in partnership with the Queensland State Government and other Australian State Governments, to receive market intelligence and information on developing opportunities around the Australian National Broadband Network (NBN), Australia's largest ever infrastructure project, and investment and R&D opportunities available in this sector.

The program includes briefings by state governments, *Australia's ICT Centre of Excellence - National ICT Australia, and the Commonwealth Scientific and Industrial Research Organisation (CSIRO)*.

Attend the World Computer Congress:

The International Federation for Information Processing's (IFIP) will hold the 21st *World Computer Congress 2010* (WCC2010) in Brisbane, Australia from 20 to 23 September 2010. The WCC is the IFIP's main global event, typically attended by up to 1,500 delegates. Other major cities to host the WCC this decade included Beijing, China (2000), Montreal, Canada (2002), Toulouse, France (2004), Santiago, Chile (2006) and Milan, Italy (2008).

The WCC2010 in Brisbane will provide an unparalleled opportunity to network with international peers and experts. To accommodate the wide range of interests represented at WCC2010, the program is built around the following eight *Streams*:

- *"GovernIT"*: Dedicated to leveraging developments in ICT governance, professionalism and e-government initiatives
- *"SustainIT":* Explores how IT can reduce carbon footprints by embracing responsible & sustainable business practices
- *"Value IT":* Offers ways to improve profitability through optimisation of value to clients, stakeholders and customers
- *"LearnIT":* Aims to improve workforce skills by capitalising on leading IT education, e-learning, research and recruitment strategies
- *"Deliver IT"*: Explores the leading IT delivery strategies, methodologies and research
- *"PlayIT":* Provides a digital learning playground for delegates and local public alike
- *"TrustIT":* Uncovers the latest information on IT security and threats
- *"TreatIT":* Accelerates the global health IT transformation

For more information visit: **www.wcc2010.org**

Important Information

Date	20-24 September 2010
Location	Brisbane, Australia
Application Deadline	Friday, 3 September 2010

Places are limited to 10 organisations

Who should join the program?

- Companies looking to participate in strategic broadband opportunities and establish operations in Australia

- R&D & Project Managers across smartgrids, e-health, cyber security, government services, e-learning, communications, climate change, emergency services, cloud computing, entertainment services and other next generation applications

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Why participate in this program?

- Develop a first-hand understanding of the Australian NBN project including the status of project implementation and investment opportunities in this sector
- Explore Australia as a leading investment location for high speed broadband applications and R&D
- Meet potential strategic partners at the World Computer Congress 2010
- Receive on-the-ground assistance from Federal and State Government representatives on how to successfully establish and operate a business in Australia

Australian National Broadband Network (NBN) project insights

- With Australia recording the highest number of internet users per 1000 people in the Asia Pacific, trialing smartgrids and undergoing healthcare reform, high speed broadband is increasingly essential to the way Australians communicate, and do business.
- The NBN is expected to underpin future productivity growth and Australia's international competitiveness, by stimulating innovation across industries. The NBN is expected to transform service delivery across sectors including education, health, energy, security, transportation, government services, emergency services, entertainment services, etc.
- The Australian Government announced on 7 April 2009 it would establish a new company to deliver highspeed broadband to Australian homes and workplaces. The Government is investing up to $43 billion and has established NBN Co Limited to build and operate the network.
- The NBN will (subject to final design) connect 90 percent of all Australian homes, schools and workplaces with broadband services with speeds of at least 100 megabits per second.
- Opportunities exist to use Australia as a base for R&D into innovative applications and services, and attract government support for eligible research activities. The NBN infrastructure will underpin development of Australia's digital economy. Delegates can explore partnership and collaboration opportunities with Australia's research agencies NICTA and CSIRO, and other research centres.

Why Australia for ICT

A large, sophisticated ICT industry

Australia's highly skilled workforce and sophisticated R&D infrastructure has enabled it to develop a globally competitive ICT industry. The industry comprises more than 30,300 businesses which in 2008 generated in excess of A$120 billion. In the five years to 2008, the industry's annual growth rate averaged 12.8 per cent – outstripping that of Japan, Hong Kong, Singapore, South Korea and Taiwan.

Uniquely positioned

Leading international companies see Australia as an ideal location to develop and test new products and services. Companies benefit from Australia's robust intellectual property regime and large, technology-savvy customer base. Many world recognised brands are already taking advantage of what Australia has to offer in technology using it as a base for their product and application development, content development, technical assistance and global sourcing facilities. Global names with operations in Australia include:

Canon, IBM, Google, Warner Bros, Alcatel-Lucent, Cisco Systems, CSC, Boeing, Reuters, Logica CMG, Infosys, SAP, Honeywell, Oracle, NEC, RedHat, Fujitsu, Oracle, Agilent, RSA, EA, Siemens, BAE Systems, CAE, Toshiba, Citrix.

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Highly developed R&D infrastructure

Australia has a sophisticated network of ICT facilities, run primarily through the private sector and supported by Government and universities. The Government is seeking to introduce a new R&D Tax Credit, providing a 45 per cent refundable credit to firms with an annual turnover of less than A$20 million, and a 40 per cent non-refundable credit to firms with a turnover of more than A$20 million.

Austrade investor visit program

The proposed program has been designed to maximise your visit.

Sunday 19 September	Brisbane	• Investor delegates arrive • Own arrangements • Evening Welcome for Participants
Monday 20 September	Brisbane	• Attend **World Computer Congress (WCC 2010)** www.wcc2010.org • Evening – **WCC 2010 Welcome Reception**
Tuesday 21 September	Brisbane	• Attend **WCC 2010 / visit WCC Exhibition** www.wcc2010.org **Why Australia for ICT Networking event for Investors hosted by the Australian Information Industry Association, Australian Computer Society, Software Queensland, Austrade and Queensland Government CIO** (venue: Queensland State Library – River Deck)
Wednesday 22 September	Brisbane	• Attend **WCC 2010** www.wcc2010.org • Lunchtime briefing • NBN Roundtable Briefings and Opportunities Discussions with **Queensland State Government** www.deedi.qld.gov.au • Roundtable Briefings and Opportunities Discussions with **Sunshine Coast / Gold Coast / Brisbane / Townsville Councils** www.connectingthecoast.com.au • Roundtable Briefings and Opportunities Discussions with **CSIRO ICT Centre including Queensland Centre for Advanced Technologies** (TBC) www.cat.csiro.au • Afternoon – meetings with other State Government representatives • Evening – **WCC 2010 Official Dinner**

Thursday 23 September	Brisbane	• NBN Roundtable Briefings and Opportunities Discussions with **National ICT Australia (NICTA)** (TBC) www.nicta.com.au • NBN Roundtable Briefings and Opportunities Discussions with **NBN Co** (TBC) www.nbnco.com.au NBN Roundtable Briefings and Opportunities Discussions with **Telstra** (TBC) www.telstra.com.au • NBN Roundtable Briefings and Opportunities Discussions with **Department of Broadband, Communications and the Digital Economy** (TBC) www.dbcde.gov.au • Briefing by **top tier advisory and legal firm** – setting up your business in Australia

Friday 24 September	Brisbane	• Site Visits to major beneficiaries of broadband / new telecommunications infrastructure:
		  o Australian e-Health Research Centre, Brisbane
		  o Boeing Systems Analysis Laboratory (tbc)
		  o Creative Industries Precinct – QUT, Brisbane
		  o Polaris Data Centre (new $230 million tier 4 facility)
		  o Queensland Centre for Advanced Technologies
		  o Queensland Emergency Operations Centre
		  o Queensland Health Simulation and Training Centre
		  o UniQuest – Commercialisation Centre, Brisbane
		  o Tailored meetings with individual companies upon request

Saturday 25 September	Brisbane	• Depart or optional visits to other locations

Important notes related to participation costs:

- Program does **not** include World Computer Congress 2010 registration fees, travel, accommodation and other related personal cost of participants.
  - o You will need to register and pay separately for the World Computer Congress, visit www.wcc2010.org
  - o Hotel accommodation booking option – Stamford Plaza Hotel, Brisbane
  - o For up-to-date info on visas and entry to Australia from overseas visitors, visit the Australian Department of Immigration web site at: http://www.immi.gov.au/
- Investors will **not** be charged for attending any additional briefings or networking functions, organised as part of the Austrade Investors Program
- **Limited registrations are available. Preference will be given to full program Investor participants**
- Austrade organised events in conjunction with the World Computer Congress are subject to cancellation or time/date changes at the discretion of the World Computer Congress. Austrade shall not be liable for any loss arising from the cancellation or changes to the date/time of these events. Any travel costs/bookings made for the World Computer Congress by participants are at their own expense, including costs incurred due to an event cancellation or change.

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Apply before Friday 3 September 2010

Apply online for the Austrade investor program at **www.austrade.gov.au/nbn** to have our country and industry specialists assess whether this program of activities offers opportunities that are well-matched to your business.

Key contacts

To discuss your options further, please contact in Australia

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Please note that spaces are limited and acceptance of your application will be at Austrade's discretion, based on selection criteria.

For information about the World Computer Congress contact:

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