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Qld companies to showcase at Australasia's leading ICT event

Minister for State Development, Employment and Industrial Relations
The Honourable John Mickel

01/05/2007

Queensland information and communications technology (ICT) firms and industry organisations will be among more than 700 businesses showcased at the nation's biggest ICT event - CeBIT Australia.

Minister for State Development John Mickel said 18 ICT companies would be exhibiting at a Queensland display secured with \$80,000 in funding from the Department of State Development.

CeBIT Australia, on 1-3 May in Sydney, is Australasia's leading ICT event, covering the entire spectrum of technology and featuring the latest ICT products and services. More than 30,000 visitors are expected to attend.

"This is the only Australian event that features the full range of next generation global technologies. It will help open up doors and create valuable business opportunities for the Smart State companies," Mr Mickel said.

During the exhibition, Channel 7's Sunrise 'gadget guy' - Pete Blasina - will give a presentation on the technology Queensland has to offer.

Mr Mickel said the Queensland businesses attending CeBIT, which is now in its sixth year, were involved in wide range of ICT areas.

"For instance a West End company called bing designs technology and has developed a product that allows postal mail to be delivered over the internet. Electronic documents can be transferred online, printed, folded and lodged with Australia Post," he said.

"Another, SMS Feedback from Carseldine, has developed a world-first technology called txtcalling that enables customers who don't know the phone number of a business to SMS the brand name or keyword, such as pizza or taxi, to a central number and have it converted to a phone call."

Mr Mickel said Gold Coast-based ThoughtWare Australia developed software called i.on.my business that helped a range of firms manage their governance and adhere to regulatory requirements such as reporting and accreditation.

"ThoughtWare recently launched a product which enables science, biotechnology, manufacturing or any business that's required to gather evidence, to capture, monitor and report on how they are complying with environmentally friendly initiatives such as carbon reduction and water recycling," Mr Mickel said.

"And places like child care centres, private schools and aged homes are using its software to track risk management procedures, compliance to legislation, accreditation requirements and human resources."

ThoughtWare chief executive officer Sonja Bernhardt said the company gained valuable market research at CeBIT 2006 and was delighted to walk away with a new major client.

"We secured a deal with The King's School in Sydney - one of the world's top 20 schools - with our software being implemented across its entire business from February this year," Ms Bernhardt said.

"This success and ongoing Queensland Government support is why we are heading back to CeBIT in 2007."

Mr Mickel said the Queensland Government was working with local governments to promote the ICT industry.

"I applaud Gold Coast City Council for its continued funding of \$10,000 to support the Queensland presence at CeBIT this year," he said.

"ICT is one of the Smart State's key growth industries generating more than \$21 billion annually and providing 67,000 Queensland jobs.

"We want to strengthen our industry further and grow our firms so they become and remain

internationally competitive in the future which is why opening up these opportunities is so important."

CeBIT exhibitors:

- bizEbox, Archerfield. Specialises in online data backup systems, onsite/offsite data storage and restoration. Contact: Julie Rush, 07 3274 3933.
- IntelliMax Solutions, Spring Hill. Develops analysis and reporting technology that is fully integrated with Microsoft Excel. Contact: Peter Randle, 07 3834 3253.
- Server101 Pty Ltd, Milton. Web hosting technology provider. Contact: Sylvia Herbaut, 07 3876 6101.
- bing (easymail.com), West End. Develops technology enabling electronic documents to be transferred over the internet, printed, folded and lodged with Australia post. Contact: Simon Moss, 07 3010 0500.
- SMS Feedback Pty Ltd (txtCalling), Carseldine. Develops technology that enables customers who don't know the phone number of a business to SMS the brand name or keyword, such as pizza or taxi, and have it converted to a phone call. Contact: Andy Birzenieks, 07 3510 3780.
- CVSDude, Toowong. Specialises in source code hosting services and project management tools. Contact: Guy Marion, 0412 490 841.
- imagin8, Toowong. Develops online e-commerce and website content management technology. Contact: Farhad Meher-Homji, 07 3871 1787.
- Suna Communications, Rochedale South. Offers e-marketing software and services including email marketing, bulk SMS and online surveys. Contact: Tyrone Hatchard, 07 3841 7111
- Bond Wireless, Surfers Paradise. Provides SMS and wireless technology products and consultancy services. Contact: Lawrence Kusz, 1300 369 695.
- ThoughtWare (i.on my business), Helensvale. Designs compliance software for accreditation, accident and chemical management as well as governance and human resources. Contact: Sonja Bernhardt, 07 5502 8236.
- NetBox Blue, Milton. Develops network security appliances for SMEs. Contact: John Fison, 1300 737 060.
- Golden Orb Technologies, Varsity Lakes. Marketing-based web applications developer. Contact: Neil Pentland, 07 5575 8144.
- GObookings Systems, Cleveland. Provides web-based scheduling booking systems for things like appointments, vehicles, meeting rooms. Contact: Roger Glasson, 07 3286 6633.
- Queensland.NET, Kenmore Hills. ICT Cluster that enables local, national and transnational software companies to work together to grow their business. Companies exhibiting under the cluster at CeBIT this year include Web Design Magic (website creator), Smartworker (IT recruitment technology provider), JSA Digital (digital media and web technology developer), Fusion Sport (sport technology specialist), Absoft (corporate IT products). Contact: Rebecca Cheb, 07 3878 2974.

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