



## Australian Interactive Media Industry Association and Hong Kong Wireless Technology Industry Association to sign MoU

The Hong Kong Wireless Technology Industry Association (WTIA) and the Australian Interactive Media Industry Association of Australia will today sign a Memorandum of Understanding (MoU) that sets forth the framework by which both organisations will jointly promote wireless technology, application and content and build cooperative ties between both regions.

The MoU will be signed later today during the 1st Hong Kong International Wireless Conference and International ICT Expo 2005.

"AIMIA is delighted to forge this new international relationship with fellow industry body the WTIA, especially in such a fast growing and increasingly important industry sector," said Ms Janelle Ledwidge, Export Manager of AIMIA. "This bilateral MoU provides the perfect platform for AIMIA and WTIA members to connect and build trade links, and this is particularly relevant for AIMIA's TradeStart clients as well as our Mobile Content Industry Development Group which is an inclusive unifying voice for Australia's mobile content industry."

"WTIA is looking forward to promoting cooperation in wireless technology, application and content development in Hong Kong and Australia," said Mr. John Chiu, Chairman of the Hong Kong Wireless Technology Industry Association. "This new partnership will facilitate trade exchange between our economies and will accentuate the sharing of industry and market knowledge."

The MoU will facilitate the strong desire of both parties to promote wireless technology and create business opportunities. Both organisations will share knowledge, research and data of their respective wireless industries, organise joint promotional events such as trade missions, conferences and exhibitions, and facilitate trade exchange and technology transfer.

### ABOUT AIMIA

AIMIA is the peak body representing the Interactive Media and Digital Content industry. Founded in 1992, AIMIA promotes growth and success in the Australian interactive media industry and its services include acting as a lobby group, providing industry news, hosting professional functions, and organising its annual Interactive Media Awards. AIMIA members are drawn from the broad spectrum of the Australian IT industry, including producers and developers of digital content and applications for interactive platforms such as broadband and narrowband internet services, interactive television, wireless, CD/DVD media and games consoles. AIMIA also delivers export assistance to members through the TradeStart program in partnership with Austrade. See: [www.aimia.com.au](http://www.aimia.com.au)

### ABOUT WTIA

Hong Kong Wireless Technology Industry Association (WTIA), a not-for-profit corporation registered in Hong Kong, is aimed at promoting the development, usage and awareness of wireless technology applications and enhancing the communications and partnership between companies within the wireless technology industries. It has strong membership bases and represents wireless application providers, mobile content providers, mobile network operators, mobile device manufacturers, hardware / software vendors and distributors, system integrators, etc. See: [www.hkwtia.org](http://www.hkwtia.org).