

Irish Tech Trade With Australia Approaches \$1 Billion in Sales

Trade mission to help push Irish tech companies to government and enterprise

Enterprise Ireland, the government agency responsible for the development and promotion of Irelands indigenous business sector, has indicated the value of Irelands technology business in Australia will soon surpass \$1 billion in sales.

The announcement comes on the eve of Irelands first major trade and investment mission to Australia, which will take place May 3rd to the 7th, 2010. The Mission will see around forty Irish companies, including many from the technology sector, participate in various events in Melbourne, Canberra and Sydney.

There are many very successful Irish technology companies thriving in Australia, said Paul Burfield, Director of Enterprise Ireland in ANZ. In several cases the value of the deals theyre doing is many millions, across both the public and private sector.

A great example is FINEOS, who provide software solutions for the insurance industry and government. In Australia, they count the likes of WorkSafe Victoria, Transport Accident Commission, Lifetime Care & Support Authority, CommInsure, Westpac Insurance and Macquarie Bank (Life Assurance) as customers.

Other Irish technology companies participating in the trade mission include:

Curam Software developers of enterprise software solutions for human services, labour, health, social security, and military and veterans agencies

Information Mosaic provides global solutions exclusively to the investor services industry in custody, corporate actions and investment management

NewBay Software a leader in converged digital lifestyle services, enabling subscribers to create, store, manage, view and share user content

Norkom Technologies provider of software to help financial services companies protect against fraud, money laundering, and other types of financial crime

Timoney Technologies world leading experts in Mobility Systems for heavy-duty trucks, motor coaches and military vehicles

The trade and investment mission, hosted by Enterprise Ireland, will be led by Irelands newly appointed Minister for Enterprise, Trade and Innovation, Batt O'Keeffe T.D. An extensive itinerary and programme of meetings has been organised for the Minister and the contingency of Irish companies participating in the mission.

Approximately 150 Irish companies in the areas of life science, international business services, information communications technology, and financial services already operate successfully in the Australian market.

About Enterprise Ireland

Enterprise Ireland is the government agency responsible for the development and promotion of the indigenous business sector. Its mission is to accelerate the development of world-class Irish companies to achieve strong positions in global markets resulting in increased national and regional prosperity. For more information please visit: <http://www.enterprise-ireland.com>

Media Contacts:

Gemma Maughan

LEWIS PR (On behalf of Enterprise Ireland)

T: +61 2 9409 3100

E: gemmam@lewispr.com

Scott Pettet

LEWIS PR (On behalf of Enterprise Ireland)

T: +61 2 9409 3100

E: scottp@lewispr.com