

## AIIA's US trade delegation lays the groundwork for Australia's next wave of digital tech

Sydney, Australia – 15 November 2019 -- The Australian Information Industry Association (AIIA), the peak member body for the ICT industry, has completed a six-day trade delegation to the US to help organisations learn about how to best utilise and implement the latest developments in digital technology. The delegation included global businesses, senior executives of government agencies, venture capital organisations, SMEs and startups who travelled to the West Coast of the US from 3-8 November 2019 and visited San Francisco (Silicon Valley) and Seattle. The itinerary included visits to Microsoft, Amazon, Salesforce, DocuSign, IBM, ServiceNow, Adobe, Cisco, Google and Infosys. Ron Gauci, CEO of AIIA, said the trade delegation enabled members to better understand the opportunities and the role they can play in working with the Federal Government to deliver the digital services agenda. "Once again the US delegation has proven to be a valuable opportunity for AIIA members to network with some of the world's best companies, and to learn about trends and the latest developments in their markets," said Gauci. "There is currently a strong focus and investment in Artificial Intelligence, and the related issues around the ethics and transparency of its use are of great importance. All the major tech companies we visited also have a focus on the culture and skills required to harness and take advantage of the digital revolution. "As the Australian Government continues its digital transformation agenda across all portfolios, an understanding of cutting-edge technology developed by the private sector is critical. It is also vital that government and business work together and partner successfully for the benefit of taxpayers and citizens." The AIIA Ministerial Delegation has enabled technology sector business leaders to engage with government and leading digital organisations including Microsoft, Adobe, KPMG, IBM, ServiceNow, Cisco, Infosys, Telstra, Datacom, CDC Data Centres, Veriluma, Itree, Sypaq, iCIMS, BGH Capital, MXA, Informpros, Talihealth, AUCloud and OK RDY. The delegates also attended the Australian Landing Pad showcasing innovative Australian technology startup companies. "By spending six days with a group of like-minded business people, sharing insights on best practices in digital transformation, I'm confident that Australian tech leaders have forged relationships that will lead to greater collaboration and improvement of our government digital services," said Gauci. "We are delighted that the delegation has created opportunities for our members to grow their business through the relationships forged on the trip, and to learn about the innovations which should assist them in delivering future government outcomes." For a video on the AIIA's US trade delegation view here. To find out more about how to join the AIIA, please visit

<https://www.aiaa.com.au/membership/aiaa-membership-online-application> # # # Additional information Sponsors and Hosts included: Amazon, Microsoft, Salesforce, IBM, Cisco, Infosys, HERE Technologies, Google, DocuSign, ServiceNow and Adobe. About AIIA The Australian Information Industry Association (AIIA) is Australia's peak representative body and advocacy group for those in the digital ecosystem. Since 1978 AIIA has pursued activities to stimulate and grow the digital ecosystem, to create a favorable business environment for members and to contribute to Australia's economic prosperity. We do this by delivering outstanding member value by providing a strong voice of influence; building a sense of community through events and education; enabling a network for collaboration and inspiration; and developing compelling content and relevant and interesting information. For more information on AIIA Policy and Advocacy key areas please visit

<https://www.aiaa.com.au/influence-And-leadership/policy-priorities> Media Contact For more information please contact: Carmelle Pavan GM Marketing & Communications – AIIA M: 0402 099 349 Jeffrey Coote Tel: (02) 8355 3130 [jeffrey@filteredmedia.com.au](mailto:jeffrey@filteredmedia.com.au)

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