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AWARDS RECOGNISE EXPORT ACHIEVEMENTS

The success local businesses are achieving on the world stage will be recognised by the 2016 ACT Chief Minister's Export Awards, which were launched today.

"Canberra Region businesses have demonstrated there is strong demand from overseas markets for their products and services," Canberra Business Chamber CEO, Robyn Hendry said. "For a region of our size, the private sector punches above its weight when it comes to exporting."

The ACT Chief Minister's Export Awards provide a forum to celebrate these achievements and for local businesses who apply to access support and advice from export professionals and make new connections.

Applications are now open in the following categories:

- Exporting Government Solutions
- Exporting to Asia
- Emerging Exporter Category
- Agribusiness
- Business Services
- Creative Industries
- Education and Training
- Health and Biotechnology
- Information and Communication Technology
- Manufacturing
- Online Sales
- Small Business

Last year's winner of the Education and Training category, iSimulate strongly advises other local businesses to enter the awards. It found the experience enabled it to forge strong networks with like-minded companies.

"Winning the award provided us with the insight and capacity to trust our convictions to continue and expand," Jenny Mckie explained.

iSimulate has developed iPad simulation technology to assist in the delivery of Advanced Life Support training to the medical field without the cost of expensive equipment. This technology enhances training by providing practical experience through simulated medical scenarios.

It decided to enter the awards to improve its ability to market its services both in Australia and internationally. The support provided through the Export Awards has helped iSimulate continue to work towards this goal and it has now significantly increased its presence in the United States market.

"The application process alone is valuable for businesses," Jenny said. "For us, it was an opportunity to stop and think about our business and the way forward."

Ms Hendry also encouraged local businesses to apply for the ACT Chief Minister's Export Awards.

“The goods and services produced locally can not only compete, but shine, internationally,” Ms Hendry said. “A recent example is HMAS *Canberra* seeking out local food and wine products to serve at its major events. HMAS *Canberra* crew not only wanted to showcase the region’s produce, but ensure its guests are treated to some of the best our country has to offer.

“Being part of the Export Awards can help a business increase their brand awareness and generate marketing opportunities.

“ACT winners go on to compete at the Australian Export Awards. As a finalist in these awards, their business is included in Austrade publicity and marketing material, there are networking and educational opportunities and of course they can promote their success to existing and potential customers.”

Media Contact: Robyn Hendry, CEO Canberra Business Chamber 0418 462 151