



Latest updates from ICN,
Australia and New Zealand's
industry matchmaker

icn.org.au

USA opportunities flowing to Australian business

Australia is the driest inhabited continent in the world and with this climate, the Australian water industry has developed many innovative water products, services and solutions.

There is now growing opportunity to spread this innovation to international markets, including the USA.

This \$US21.5 billion utilities and industrial water and wastewater market is growing and represents a major opportunity for Australian water suppliers.

Following a successful mission to the USA in 2011, to introduce Australian suppliers to the USA market, ICN received Australian Government funding, through the Suppliers Access to Major Projects (SAMP) program. The funding was to establish a USA representative, to identify market opportunities for Australian water companies and provide them with on-the-ground support.

Through SAMP funding, the USA representative, Ken Rubin from Rubin Malloys, spoke at a number of Australian workshops on the opportunities in the USA and assistance available to Australian companies. A trade mission was also organised in later 2012 (by waterAUSTRALIA), allowing Australian SMEs to attend the major water event WEFTEC (Water Environment Federation Technical Exhibition and Conference) in New Orleans.

The Department of Industry; waterAUSTRALIA; the Water Supplier Advocate, Bob Herbert AM and ICN's National Sector Manager – Water, Hamish Gordon, supported Australian SMEs at the event.

Since the mission a number of companies have engaged the services of Rubin Malloys to help them enter the USA market. This includes Observant, which has had great success.

Observant is an Australian-owned company that designs, manufactures and distributes products and services for agricultural, urban and environmental

Chairman's message

Summer is here and the New Year is just around the corner. It has been yet another busy and exciting year for ICN and in the last edition for 2013, we share with you some exciting wins, projects, events and initiatives.

The Australian water industry has a lot to offer international markets through our innovative products, services and solutions. Read about the work happening in the USA that is helping Australian water suppliers enter the USA market.

We welcome Fred Cross to the ICN team as the National Sector Manager - Mining. Fred's role will be to maximise opportunities for Australian companies to supply goods and services to the mining industry.

This edition also highlights the shift in the resources sector from new investment to operational management. Even with this shift, opportunities for local businesses still exist, some which are profiled within.

ICN has also launched a new-look ICN Gateway, so be sure to check it out at **icngateway.com.au**

Until next time.

Kevin Peters

Chair, ICN Executive Directors



water monitoring and management applications. Their remote monitoring solution, designed and built in Australia, was specifically developed to improve water use efficiency in agriculture and to provide a tool for accurately gathering and interpreting information about remote water infrastructure for livestock and crops.

It was through the Department of Industry's Water Industry Capability Teams, SAMP and the work done by waterAUSTRALIA, that Observant became aware of the growing USA market. 'We could see significant opportunity for us in the USA', said Matthew Pryor, CEO, Observant.

'The SAMP program and the support from Les Targ and his team at waterAUSTRALIA has been invaluable'.

Through the SAMP program, companies were able to apply for a market entry strategy, to be developed by Ken Rubin, that would give them the 'know-how' on entering the USA market. Observant applied, and subsequently, were awarded the opportunity.

This opportunity identified key partners and current distribution channels for Observant. 'We are now working with a well-established irrigation company and launched a co-branded product with them in the USA in November', said Matthew. 'We have now incorporated our business and have two employees in the USA'.

This market-entry strategy has been the cornerstone for Observant to develop and sell their own products in the USA and to set up their own distribution channels. 'We hope to have our own distribution channel by the end of the year and we are currently in conversations with four USA distributors. It has been a very exciting year for us', said Matthew.

Nubian Water Systems is another Australian company that is finding success in the USA through the SAMP program.

Nubian Water Systems is an Australian-owned company that develops and distributes sustainable water solutions for domestic, commercial and industrial markets in the urban environment. Nubian has pioneered advancements in technology that ensures the highest quality of recycled or purified water that are efficient, easy and flexible to install and maintain.

Through their involvement in the Water Industry Capability Teams, Nubian engaged with Rubin Malloes to help the company enter the USA market. Rubin Malloes helped them to scope potential resellers, undertake market analysis, conduct interviews with shortlisted companies and arranged one-to-one meetings with the potential resellers.

'Ken Rubin created a program specifically designed to meet Nubian's objectives', said Barry Porter, CEO, Nubian Water Systems. 'He and his team have been very supportive through the process and I don't think we would have found our potential partners without his help'.

The Australian water sector has much to offer to international markets, and the success of Nubian Water Systems and Observant are just the start of many success stories to come.

Australia is seen as having very strong water management principles in dealing with water storage and reuse under harsh climatic conditions. Building on this perception will put Australia in a very strong position in the USA market.

As part of the ongoing support for the program, ICN has over 29 projects listed under the USA SAMP program, with more than 80 companies registering their interest to date. A targeted mission is being planned in early 2014 for companies that have registered their interest and are looking to access these opportunities.

All opportunities for the USA SAMP program are available on the ICN Water Directory, water.icn.org.au.

Asia Pacific Rail 2014

Asia Pacific Rail 2014 is the region's leading railway event, where operators, government authorities, international leading consultants and solutions providers discuss growth opportunities, new investment strategies, and service innovation. The event will be held on 18 to 20 February 2014 in Hong Kong and will provide an opportunity for attendees to meet over 200 rail authorities and operators from around Asia Pacific and be updated on key project from China, Hong Kong, India, Indonesia, Malaysia, Singapore, South Korea, Taiwan, Thailand and Vietnam.

For further information and to register, visit chinaexhibitions.com and search for 'Asia Pacific Rail 2014'.

Eddie Ivar, Supply Consultant



Eddie is a Supply Consultant for ICN in South Australia and holds a Bachelor of Engineering (Mechanical). Eddie is one of the longest serving members of ICN's South Australian office. He originally joined the former Industrial Supplies Office in 2000 to work on the construction of the Adelaide to Darwin rail link. He rejoined ICN in 2007, after working for the SA Government.

During the six years he has been with ICN, Eddie has worked on developing supply chains and identifying local supply opportunities on a variety of projects.

In the early days of working with ICN, Eddie provided a support role on infrastructure projects and the Air Warfare Destroyer build program. Since then, he has been the lead Supply Consultant on the Adelaide Desalination project and the South Road Superway project.

Key sectors of interest for Eddie are clean technologies and the growing unconventional gas sector. He is currently working on the Sundrops Farm expansion project (profiled on page 3).

For further information:

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Moving from capital expenditure to operations maintenance

With three LNG projects in operation (Northwest Shelf Project, Pluto LNG and Darwin LNG) and seven well into construction (Wheatstone, Gorgon, Shell Prelude, GLNG, QCLNG, APLNG and Ichthys) there will be a shift in opportunities available to Australian SMEs. A recent study by ICN showed that by 2017 there will be an annual spend of \$4.1 billion on operations and maintenance (O&M) activity on LNG projects, all of which could be available to local businesses.

One such project that has O&M and facilities management work packages available is the Shell Prelude project. The operations support centre for this project will be located in Perth with logistics and materials handling provided from Darwin (NT) and Broome (WA). Work packages will be available for brownfield construction and fabrication (project management, structure fabrication, electrical fabrication), general maintenance (scaffolding, insulation, support engineers, crane maintenance) and facilities maintenance (catering, cleaning, waste management, pest control).

Visit icngateway.com.au for further detail on Shell Prelude work packages and on the other LNG projects highlighted above.

To find out more about O&M opportunities, ICNs report 'Opportunities for SMEs on Operations & Maintenance and Facilities Management of Onshore LNG Facilities' is available to download from the ICN website, icn.org.au (from the publications area). This report gives an overview of typical service agreements LNG operators have with contractors and what second and third tier opportunities flow down from these agreements.



Sundrops Farms



The \$150 million Sundrops Farms expansion will see the South Australian farm expand a further 20 hectares to produce more tomatoes, cucumbers and capsicums. Sundrops Farms are very innovative with their farm practices. They have developed technologies to responsibly and profitably grow crops in some of the world's driest regions, using abundant renewable resources – seawater and sunlight. Their system uses solar thermal energy to desalinate seawater to produce fresh water for irrigation and provides power to the farm facilities.

Expansion of the farm will begin in 2014 and will potentially require local industry involvement. Areas of work will include earthworks, road construction, electricity, sewage, plumbing, boilers, water treatment, and building construction to name a few.

ICN and the SA Department for Manufacturing Innovation, Trade, Resources and Energy hosted an industry briefing in late August in Adelaide, which was attended by approximately 50 local businesses. Another briefing will be held in the near future with a site tour at their Port Augusta facility.

To find out more about the project visit ICN Gateway, icngateway.com.au.

For further information:

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Growing sales in declining market

ICN in WA recently hosted a briefing for Australian suppliers on major WA resource projects. Over 50 people from 32 companies attended the briefing, which provided insights and tips on ICN's vendor identification activities more effectively. Ray Loh from ICN in WA outlined ICN's role in the process of connecting Australian capability with project buyers and provided an understanding of how they research local supplier capabilities and make use of online system tools. Presentations were also held by the Export, Finance and Insurance Corporation (EFIC) on how to assess your company's ability to complete a contract and identifying risks, as well as from BidWrite on how to write a successful tender response.

A very positive response was received by all attendees and future briefings are being planned.

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Welcome to the Hon Ian Macfarlane MP

ICN welcomes the Hon. Ian Macfarlane as the Australian Government's Minister for Industry.

ICN Limited Chairman, Mr David McLachlan said, as a national network, ICN was looking forward to the opportunity of continuing a strong relationship with the Government.

'Mr Macfarlane previously held the industry portfolio responsibility and we are more than happy to be again working with someone who recognises the importance of linking Australian industry to local and global market opportunities. His demonstrated understanding and commitment to helping industry be more efficient, competitive and innovative will be incredibly beneficial to Australian industry.

'We look forward to working with Minister Macfarlane to continue to help Australian businesses retain and win contracts both here and overseas' Mr McLachlan said.

Opportunities in the resources sector



Test pit. Operational in 2010/11. Hancock Coal Pty Ltd.

With growth in Australian mining investment slowing, the resources sector is shifting towards operational management and existing resources rather than new investment. This means that wins for Australian businesses will be harder to find. But they are still out there.

Even with the slowing market, expenditure on mining investment is still expected to stay high for some time, given the large amount of investment already under way, providing opportunities for Australian businesses.

ICN is working with the mining sector on many projects, to help increase opportunities for Australian industry, especially small and medium enterprises (SMEs). ICN receives Australian Government funding, through the Suppliers Access to Major Projects (SAMP) program, that will help ICN promote and maximise the participation of local Australian suppliers and service providers to large-scale and notable projects.

Below are two SAMP projects in the NT and QLD, currently underway in the mining sector, where there will be plenty of opportunities for Australian SMEs.

Chandler salt mine

Tellus Holdings Ltd (Tellus) plans to develop the Chandler Salt Mine project on pastoral leases about 120 kilometres (km) south of Alice Springs and about 15 km by road to the Titjikala community in the Northern Territory.

The Chandler deposit is potentially Australia's largest underground multi-mineral rock salt deposit and is a world-class asset. With an expected initial mine life of 25 years, the resource could possibly support Australia's longest life mine as evidenced in Europe where salt mines with similar resources have been mined for hundreds of years.

There is growing demand in Asia for industrial and edible salt and associated minerals (e.g. potash and magnesium rich fertilisers) providing a potentially ongoing market viability.

Tellus is identifying potential parties to help in the development of the mine and supply chain build and operation. Tellus plans to start construction within 12-15 months, storage sales by early 2015 and salt sales by 2016.

Companies are encouraged to submit their expression of Interest (EOI) via ICN Gateway. Updates on project progression will be posted periodically until specific work packages are released.

GVK Hancock Coal

GVK Hancock Coal proposes to develop the Alpha Coal project in the Galilee Basin near Alpha, Central Queensland. GVK is separately developing the Kevin's Corner coal project adjacent to the Alpha Coal project.

The Alpha Coal project is an open cut mine which will produce 32 MTPA export grade thermal coal and the mine life is estimated to

be 30 years. The first coal is expected by the end of 2015. The Kevin's Corner coal project is both open cut and underground mining and again the expected output is 30 MTPA of coal with a mine life of 30 years. It will run 18 months behind Alpha with mining targeted for 2016.

The mines will be supported by a 495 km standard gauge stand-alone rail link from the Galilee Basin to Abbot Point. This rail link from the Galilee Basin to Abbot Point is the route approved by the Queensland Government and the railway is potentially scalable to haul coal for third-party customers.

The scale of the GVK project presents one of the largest coal and infrastructure projects ever built in Australia and with a reported value of \$10 billion, will offer enormous opportunity for local suppliers across multiple industry sectors.

Opportunities for both of these projects are available on ICN Gateway, ICN's online system that connects buyers and suppliers looking to build partnerships in Australian and New Zealand industries.

Visit ICN Gateway, icngateway.com.au or to discuss how ICN can help you, contact your local state ICN office via icn.org.au/contact-us.

ICN providing the gateway to new opportunities

At the heart of ICN's services is ICN Gateway, an online system helping Australian suppliers identify new business opportunities.

Through creating a company profile, suppliers can search projects and register their company's interest in work packages.

The company CNW Energy, has found ICN Gateway to be a great tool in identifying oil and gas projects across Australia and relevant work packages available for these projects.

Through ICN Gateway, CNW Energy can map large projects, enabling them to align their workforce and sub-contractors in order to tender for work packages. It has allowed them to provide a good overview of their capability and skills to ICN, with the opportunity to be shortlisted for work to the sub-contractors and engineering, procurement and construction clients running these projects.

This powerful online system contains more than \$319 billion worth of projects and over 72,000 suppliers. ICN's dedicated business consultants search the list of suppliers when a buyer approaches ICN looking for product and service providers.

ICN Gateway has allowed CNW Energy to track projects from the beginning and throughout the project life cycle. The information provided on ICN Gateway has helped them to secure multiple contracts from new clients on these projects.

ICN is Australia and New Zealand's innovative industry matchmaker. If you're a major project developer, ICN can put you in contact with the best suppliers. If you're a supplier we will connect you with the best projects for your business.

For more information on how ICN can help your business go to icn.org.au or call your local ICN office on **1300 961 139**.

Fred Cross, National Sector Manager – Mining



Fred Cross has over 25 years experience as a Managing Director of a flow control company which was widely established in Australia, New Zealand and Singapore.

During this time he led the company from a small business to become firmly positioned as the region's leading single source for flow control products.

The company he led implemented a business model that provided a unique combination of the company's specialist engineered products coupled with the exclusive distribution of leading international brands. Throughout his career Fred has had exposure to many industry sectors including mining, oil and gas, chemical, power generation, water and food and beverage. His company was able to ensure practical experience and expertise to help customers and provide solutions to a wide range of industrial applications.

As ICN's National Sector Manager - Mining, Fred helps to maximise opportunities for Australian companies to supply goods and services to the mining industry, as well as promotes the Australian industry both domestically and internationally. He sees the mining, equipment, technology and services (METS) sector which provides a diverse range of companies, being an important driver for export growth.

Working with the Australian Government's resource advocates, Fred understands the challenges of SMEs and is committed to providing capable and dedicated companies with business development pathways to ensure they successfully participate in the mining industry. Fred sees these outcomes as not only providing benefit for companies involved in the mining industry, but also for the wider Australian and New Zealand economies.

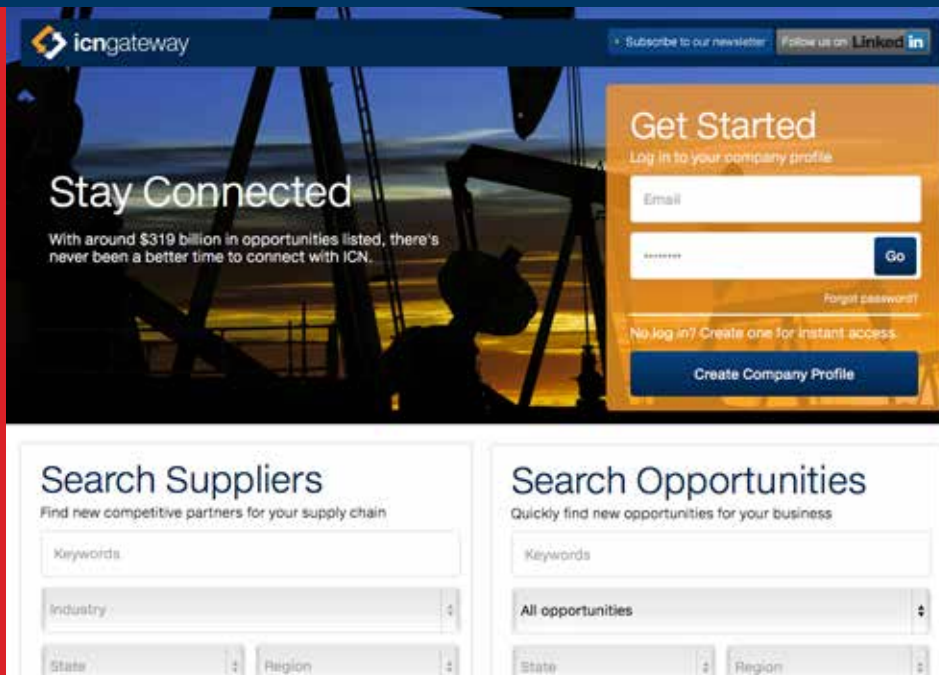
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New look for ICN Gateway

If you have logged on to ICN Gateway in the last couple of weeks, you would have seen a fresh new look for the website. This new look also extends to our industry directories (oil and gas, mining, steel, rail, NBN, water, cleantech and health) and Regional Gateway.

Companies will now find it easier to manage company profiles and expressions of interest. Importantly, the changes will not affect any company information we hold.

To see the new look website, go to icngateway.com.au.



AOG 2014

The Australasian Oil and Gas Exhibition and Conference (AOG) will be held in Perth on 19 and 20 February 2014. In the past few years it has broken records and become Australia's largest oil and gas exhibition, with over 500 exhibitors from 20 countries. In addition to the exhibition there will also be an oil and gas conference, graduate careers day and a variety of networking opportunities.

For further information and to register, visit aogexpo.com.au.



Register and update your profile

Don't forget to update your profile with the latest information visit icngateway.com.au today.



ICN Gateway listings and wins

Snapshot of activity for the quarter, July – September 2013

