



2013 NSW EXPORT AWARDS FINALIST

[Listen to our CEO Susan Cull speak at a radio interview](#) following ICT International winning an award at the NSW Premier's Export Awards. (14mb)



## ICT International wins in Premier's Export Awards

One of the great things about Australian exporters is their resilience and sense of determination. Armidale's ICT International has exhibited those two admirable traits in being awarded a Highly Commended in the category of Agribusiness in the 2013 NSW Premier's Export Awards. "We are thrilled to receive this recognition", said ICT International's CEO, Mrs Susan Cull. "We recognised the need to innovate to produce new scientific instruments needed by scientists to better understand how plants respond to the environment. For the last 8 years ICT International dedicated 20% of annual turnover to an innovation program involving product research and design, cutting edge engineering design and the development of manufacturing and assembly capability. In the last four years ICT International has gone from being a net importer of soil and plant science instrumentation to a net exporter of its own ICT International product - Australian IP and Australian engineering- whilst located regionally in Armidale, NSW. Over 60% of total sales are generated by export income as we export annually to over 45 countries worldwide." The unique signature ICT International products resulting from the innovation program are the Digital Sap Flow Meter, The Digital Stem Psychrometer and an environmentally sealed, low-power data logging platform. This family of new scientific instruments is being used by scientists worldwide to solve the ever increasing problem of limited water resource and the effects of water shortage in our natural environment. Examples include monitoring Boreal forests as the permafrost melts in the Arctic Circle, measuring sap flow in trees to select more drought tolerant species in Peru, measuring soil moisture to increase citrus production in the Middle East, and measuring the effects of climate change on forests in Latvia. Ian Murray, Executive Chairman of the Export Council of Australia said: "Last night in Sydney the state's best of the best exporters were rewarded for excellence at the NSW Premier's NSW Export Awards. The Premier's NSW Export Awards showcased the state's best of the best exporters, in front of an audience of over six hundred guests and Guest of Honour the Hon Andrew Stoner, Deputy Premier of NSW. This year's awards showcased some truly innovative companies, particularly in all export sectors and we congratulate ICT International on their success." A thorough and detailed understanding of plant response to water and the environment was developed by Dr Peter Cull, Managing Director of ICT International, from years working as a scientist and cotton consultant. This field experience and the appreciation of its scientific and commercial value has been transferred into instrumentation by engaging with the leading scientists in this field, in Australia and internationally, and with experienced Australian engineers to develop the products. The applications knowledge and experience of ICT International, combined with scientific collaboration, builds solutions that are recognised as the world's best and hence sought after by leading scientists worldwide. Contact: Susan Cull ph: 02 6772 6770 [susan@ictinternational.com.au](mailto:susan@ictinternational.com.au)

## ICT International wins Region's Innovation Awards

The 6<sup>th</sup> Regional Development Australia Northern Inland Innovation gala awards dinner was held at Wests Leagues Club in Tamworth on Friday night (8/11/13). The overall Innovation of the Year Award went to Armidale-based ICT International, which



# Business Awards

included a \$15,000 scholarship from The Sharemarket College. "It is important that we recognise and promote how we are being innovative and what sets us apart. This fantastic awards program attracted 49 top quality entries from every major centre in the region and almost 140 people attended the awards night to hear their success stories," Chair of Regional Development Australia Northern Inland (RDANI), Mal Peters said. ICT International is essentially scientists creating precision equipment for fellow scientists; technological solutions for soil, plant, water and environmental monitoring. Up to 20 percent of annual turnover over the past eight years has gone into research and design. ICT's innovations have transformed the business from an importer of soil and plant instrumentation to an exporter of its own. What has been developed by ICT is unique and demand is global, with exports to over 50 countries each year. Staffing levels have grown from 6 to 21 in the past four years. ICT International's environmentally sealed, low-power consuming data logging units come in varied models for specific purposes, with internet connectivity and software for complex measuring and processing in the field, and can be found in Australian and Amazon mangroves, deserts in the Middle East and the Arctic permafrost. Remote data logging or transmission solutions are what truly set ICT's scientific devices apart. Managing Director, Dr Peter Cull said that the recognition means a great deal to his team. "This accolade is important for our business, particularly as they add credibility and a point of difference when starting a new overseas business relationship," he said. The innovators recognised at the awards night ranged from Bindaree Beef to UNE, ITC Agriculture in Narrabri to local government (Tamworth Regional Council, Liverpool and Moree Plains Shire Councils). Local produce was presented to sponsors and MC Jennifer Ingall (ABC radio New England North West Regional Content Manager). There was a presentation by the inspiring BackTrack Youthworks lads and a pair of working dogs in training. Guest Speakers were business coach, Greg Alder and 2012 Innovation of the Year recipient, Graham East from educational software developer, EdAlive. RDA Northern Inland Executive Officer, Nathan Axelsson, described it as a significant night for the region's development, which highlighted the secrets of numerous high-achieving businesses and organisations throughout the region. "Whether we're talking about overcoming the tyranny of distance, creating a competitive edge or finding new markets, we need to incorporate innovation into everyday practice and get our positive stories out there."

