



The Hon Barry O'Farrell MP

Premier of NSW

Minister for Western Sydney

MEDIA RELEASE

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PREMIER LAUNCHES EXPORT AWARDS

NSW Premier Barry O'Farrell and Deputy Premier and Minister for Trade and Investment Andrew Stoner today urged NSW exporters to seek recognition for their hard work and success in international markets.

"NSW businesses that export make an important contribution to the State's economy and to job creation – it's appropriate that we publicly acknowledge them through the 2011 Premier's NSW Export Awards," Mr O'Farrell said.

"NSW exporters are very successful in a range of markets and sell a wide variety of products and services, including wine to China, coal to India and ICT to the USA. In 2009-10, NSW businesses generated merchandise exports worth \$31.2 billion and service exports valued at \$20.8 billion.

"Doing business in the international marketplace can be challenging – that's why the NSW Government provides a range of services to help exporters."

Deputy Premier and Minister for Trade and Investment Andrew Stoner encouraged regional exporters to enter the awards.

"International business success is vital to regional communities, where one in four jobs relies on exporting," Mr Stoner said.

"These awards showcase the achievements of individual companies and their staff, as well as providing greater credibility to further develop their business.

"The NSW Government, through the NSW Office of Trade, Business and Industry, is the major sponsor of the awards and sponsors the Exporter of the Year Award and the Regional Export of the Year Award.

"Many previous regional winners of NSW export awards would be familiar to households across NSW, from Bega Cheese to Casella Wines and the Byron Bay Cookie Company."

The Premier's NSW Export Awards are open to all NSW exporters. Award categories include agribusiness, services, small to medium manufacturer, minerals and energy and emerging exporter.

NSW winners of national categories are announced in October and go on to represent the State at the Australian Export Awards.

Entries in the 2011 Premier's NSW Export Awards close on August 22. For more information go to www.aiex.com.au or call 02 8243 7400.

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