

Translating to trade

Australian Innovative Systems are busily managing enquiries from Korea and Russia following a business delegation to Korea as part of the Brisbane Lord Mayor's Delegation to the 2009 Asia Pacific Cities Summit.

Kerry and Elena Gosse, co-owners of Australian Innovative Systems (AIS), believe delegations such as these have been critical to their company developing internationally and this most recent delegation is already generating leads for their company.

Director Elena Gosse, said the delegations lead to real business transactions and are crucial to innovative Australian companies wanting to do business internationally.

"Since the delegation we have been busily responding to enquiries from Korea and Russia," Ms Gosse said.

"It was also a great opportunity to meet with our Korean distributors, who we were put in touch with through the business matching program organised by Trade Queensland,

the Brisbane City Council and Austrade," she said. "These delegations are well run and generate real business for Australian companies."

AIS has designed the world's first electrolysis system to treat fresh water and were matched with other businesses and clients in these international markets. The Ecoline system, designed in Brisbane, is a completely new approach to water treatment. No chemicals need to be added, as the system regulates its own chlorine.

The system can be used for treating town drinking water, large scale sewerage treatment, cooling towers, food processing, agricultural lagoons, irrigation water, recycled water and water management.

Elena said the delegation organisers connected them with ideal businesses in these countries who could use their new treatment system.

"You are introduced to people who are serious about developing trade and business and have an application for your product," Ms Gosse said.



Elena Gosse, Campbell Newman and Kerry Gosse at an APCS function.

"Our company is a great example of how these delegations open new doors for Australian business. I am Russian born and raised and we have some strong trade ties there, yet from this trip we have found new clients in Russia. It was through an introduction from Lord Mayor Campbell Newman, that we met with a Russian delegation from Chita and it has resulted in a new business relationship.

"It is ideal for making business connections, even in countries you think you already have a connection with," said Ms Gosse. ■



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