



Tokyo, Japan. November 1, 2005.

New Japan Incubator for Australian Start-ups

Austrade and LINC Media Inc., partner to help Australian firms get a head start in Tokyo

Tokyo, Japan — The Australian Trade Commission (Austrade) in Japan has partnered with Australian-owned LINC Media Inc., to open a 7-person incubation office in downtown Tokyo, to assist Australian firms starting up operations in Japan. The new center is located in the Fukoku Seimei office building in Hibiya, just minutes walk from the head offices of many of Japan's leading banks, trading companies, and other leading corporations.

Mr. Phil Ingram, the Senior Trade Commissioner in Japan, said, "Japan is Australia's largest export market and almost 4,000 Australian companies export their products and services to Japan. To continue to grow and make the most of the business opportunities abounding in Japan, Australian companies have to consider setting up in Japan and becoming an insider. Foreign companies who make the commitment can be richly rewarded." Mr Ingram commented that "Austrade's 6 offices in Japan have 40 bilingual business development staff working with over 500 Australian companies helping them establish and grow their businesses here, and we hope that the new Australian Business Incubation Centre will give them a further leg-up into the market".

The new Australian Business Center (ABC) incubator is ready for operation and Austrade is inviting expressions of interest from Australian firms wishing to become tenants.

Partnering with Austrade to promote and manage the center is LINC Media Inc., a computer systems integration and market entry consulting firm based in Tokyo. CEO Terrie Lloyd said, "Tokyo has the reputation of being the world's most expensive city, but in fact there are many ways for smaller companies to keep down their costs, and the ABC Incubator is certainly a good start. Managers in Australia may be surprised to learn that the cost of keeping a person tenanted at the incubator can be as low as 130,000 yen (AUD1,730) per month, all costs included. At this level, the center is comparable to downtown facilities in any of Australia's major centers."

The ABC Incubator is designed to not just provide office space, but also a complete range of services delivered by both Austrade and LINC Media. These services range from company

establishment and legal preparations through to business matching, technology assistance, back-office services (accounting, HR, etc.). Lloyd comments, "A company can now get one-stop services at the ABC Incubator, selecting from a menu just those services that they are comfortable with. This means that while they are free to go elsewhere, but if they want to stay focused on the job of selling their products, then we can take the learning curve out of getting started. This can save a new company and their local representative thousands of dollars in administrative detail."

About Austrade

The Australian Trade Commission (Austrade) is the Federal Government agency that helps Australian companies win overseas business for their products and services by reducing the time, cost and risk involved in selecting, entering and developing international markets. Austrade is represented in 105 locations in 58 countries including an extensive domestic network throughout Australia. Austrade offers practical advice, market intelligence and ongoing support (including financial) to Australian businesses looking to develop international markets. Austrade also provides advice and guidance on overseas investment and joint venture opportunities, and helps put Australian businesses in contact with potential overseas investors.

About LINC Media Inc.

LINC Media is a systems integration and market entry consulting firm based in Tokyo, Japan. The company was founded in 1996 by Australian entrepreneur Mr. Terrie Lloyd, and supplies IT services and consulting to many foreign multinationals in Japan, in particular major banks and securities firms, as well as Japanese local governments. The ABC Incubator is the second incubator facility established by LINC Media, after an 1,100 sq. m. facility at its head office in Minami-Aoyama, in the southwest of Tokyo. Lloyd has personally started 12 businesses in Tokyo and many others for clients, and has created the incubator based on core services learned from his 21 years in business in Japan.

<http://www.lincmmedia.co.jp>

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