



## **AUTOCRC LTD MEDIA RELEASE**

### **AUTOCRC SELECTED TO PROVIDE NEW VICTORIAN GOVERNMENT AUTOMOTIVE SUPPLY CHAIN IN-MARKET ADVOCATES IN MALAYSIA**

The Automotive Supplier Excellence Australia (ASEA) Division of AutoCRC will play a critical role in identifying and pursuing overseas business opportunities for Victorian companies after an announcement today that it will fill a full-time in-market automotive advocate position aimed at maximising business outcomes for Victoria and Malaysia.

The announcement by The Victorian Minister for Manufacturing, David Hodgett, and the Malaysian Minister for International Trade and Industry, Dato' Sri Mustapa Mohamed, represents a positive step forward for Australian companies identifying how they can engage with overseas companies and markets.

The project will provide mutual benefits to both the Victorian and Malaysian sectors, helping the Malaysian automotive industry to increase its technical capabilities while giving Victorian automotive suppliers access to the rapidly growing Malaysian and South East Asian automotive industry.

The role will be carried out by ASEA Director, Mr Linsey Siede, and ASEA Program Manager, Mr Peter Taylor, who have been assisting Australian component suppliers to achieve their business goals since 2007 through their ASEA activities.

Mr Hodgett said "The project builds on the AutoCRC's strong understanding of the Malaysian automotive industry through its existing engagement with the Malaysian Automotive Institute (MAI) and Malaysian OEMs.

"Both Mr Siede and Mr Taylor are also well known to the Victorian automotive industry through their roles in the Automotive Supplier Excellence Australia (ASEA) program. It is envisaged that they will alternate their time between Malaysia and Melbourne on a fortnightly basis to undertake the project."

Mr Siede says of the project, "This outstanding initiative presents Victorian automotive suppliers with direct linkages to the automotive industry sector in Malaysia, to work closely together in identifying new business opportunities for their mutual benefit".

Mr Ian Christensen, AutoCRC's Chief Executive Officer commented, "The South East Asian automotive industry is expanding dramatically and this creates numerous opportunities for engagement between countries. AutoCRC has been working in this space for some years now introducing Australian companies and research institutions to partners and opportunities in Malaysia. We are excited to be able to use our expertise in business excellence and knowledge of the Malaysian markets to deliver further benefits to both Victoria and Malaysia."

The in-market advocate role commences immediately.

**About AutoCRC**

AutoCRC offers a broad range of skills and services to the automotive and related industries covering: research and development; business benchmarking, improvement and diversification; education and training; and events and networking. Its Cooperative Research Centre research program covers three key areas - Vehicle Electrification, Gaseous Fuels and Sustainable Manufacturing - and is industry-led with the goal of maximisation of IP creation and commercialisation.

Its diverse business advisory activities are carried out by award-winning Automotive Supplier Excellence Australia (ASEA), which currently receives funding assistance from the Federal Government's Business Capability Support Program and the Victorian Government's Manufacturing Productivity Networks program.

**For more information please contact:**

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