

# Media Background



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## **Austrade on the China opportunity**

**“Altium’s success a symbol of the economic phenomenon of modern China”**

**Shanghai, China, and Sydney, Australia – July 23, 2008** – Australian electronics design solutions company Altium has announced significant investments in China which will accelerate the migration of users to Altium’s latest-generation electronics design tool, and boost the teaching of unified electronics engineering in Chinese universities.

According to Austrade Chief Economist Tim Harcourt, Altium’s success is a symbol of the economic phenomenon of modern China and the important role that Australia has played in that transformation.

“When commentators think of Australia’s trade relationship with China they mainly refer to our ‘rocks and crops’ sector given the growth in commodity exports to China – particularly in the energy sector. But Australia’s export landscape in China goes well beyond that with advanced manufacturing and technology, as well as professional services and education and tourism all getting a slice of the China action. As China moves up the value chain, and engages more with the global economy through supply chains and outward investment, Australia will continue provide know-how and services through companies like Altium.

“Major issues in China’s next stage of economic development involve intellectual property, value added services as well as the challenges of climate change. In all these areas

Australia has the capacity to help China deliver that next stage of development to its mass population – particularly in the 2<sup>nd</sup> and 3<sup>rd</sup> tier cities of the western interior.

“Altium is also symbolic of the emergence of small and medium sized enterprises (SMEs) being the new ‘shock troops’ in Australia’s export effort. As many Australian SMEs export to China now as to the whole of Europe now. According to Austrade research, over 4250 Australian companies export to China and over 3000 have a base in the middle kingdom. You don’t have to be BHP Billiton, Rio Tinto or Woodside to succeed in China, Companies like Altium are now leading the charge. ”

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### **About Altium**

Altium Limited (ASX:ALU) provides world-leading unified design solutions that break down the barriers to innovation, and help organizations easily harness the latest devices and technologies, to create their next generation of electronic products.

Altium’s solutions are unique because they unify the separate processes of electronics design, all within a single electronics design environment, working off a single data model, which links all the aspects of electronics product design into one process.

Founded in 1985, Altium has headquarters in Sydney, Australia, sales offices in the United States, Europe, Japan, China, and resellers in all other major markets. For more information, please visit [www.altium.com](http://www.altium.com).

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