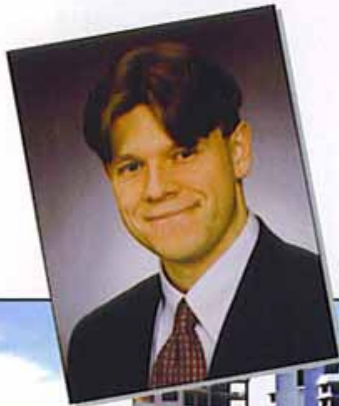


UPFRONT



Choosing Australia

Why do foreign investors choose Australia? We know what we have to offer, but how does that look to those outside the ANZ region? To find out we asked **Matthew Michalewicz**, Chief Executive Officer, SolveIT Software Pty Ltd who has just set up in the country.



The three main reasons why I chose Australia for my next technology venture:



Reason 1: Steady economic growth, supportive government

The US economic environment is still very difficult for small companies. Because so many technology companies went out of business after the stock market crash of 2000, the established old-economy corporations have become wary of small companies and new technologies. Given this mindset, I knew that the road to success would be long and difficult if I stayed in the US. Hence, I was naturally attracted to Australia's steady economic growth – especially in the IT sector – and the country's willingness to adopt new technologies. The fact that the Australian government is adamant about attracting overseas talent and helping SMEs succeed also made a big difference.



Reason 2: Less competition

The lack of competition in Australia for the type of artificial intelligence solutions SolveIT Software offers was another important factor. Although many people are quick to point out that the Australian marketplace is substantially smaller than that of the US, they overlook the fact that the number of competing companies is also substantially smaller. In the case of artificial intelligence solutions, the number of competing companies in Australia is disproportionately smaller to the size of the marketplace, and this represents a real opportunity for SolveIT Software.



Reason 3: Spectacular climate, wonderful people, balanced lifestyle

It's hard to speak of Australia without mentioning the climate – for some people, that's enough of a lure in itself. However, the wonderful weather is also complemented by equally wonderful people. Friendly, intelligent and relaxed, Australians know what's important in life. I've found that family values are a priority in Australia, and even though work is important – vital even – people realise that work is a component of their lives, rather than their *entire* lives. This way of thinking leads to a more balanced, natural lifestyle, which is ultimately more enriching and rewarding.