

EXPORT BOOST FOR MELBOURNE SECURITY FIRM

Victorian Minister for Manufacturing and Export, André Haermeyer, and the Member for Melbourne, Bronwyn Pike, today announced a \$10,000 grant to Care Employment & Training Services Pty Ltd to help the firm to actively explore export opportunities.

Ms Pike said that the funds were being made available under the *First Step Exporter* program, which helps small to medium-sized businesses develop their export potential by researching new market possibilities.

Care Employment & Training Services Pty Ltd, trading as PSG Australia, was established in 2003 to provide security and risk management services. With its head office in Melbourne, the company has now established branches in Sydney, Brisbane and the Gold Coast.

Ms Pike said that the company's services included security manpower, fraud investigations, risk management audits and employee criminal history checks, and extensive security staff training programs.

"Following the success of its training programs in developing quality security staff, PSG is keen to take this expertise and target international markets, with a key initial focus on India."

"This grant will support company representatives to travel to India to meet with industry representatives to establish centres of influence and to identify and meet with potential distribution agents.

The itinerary will include New Delhi, Hyderabad, Bangalore, Mumbai and Karachi, as well as Colombo in Sri Lanka.

Mr Haermeyer said that the *First Step Exporter* program was an integral part of the *Opening Doors to Export* Plan, the Government's commitment to helping Victorian businesses to expand and succeed internationally.

"The *Opening Doors to Export* Plan assists export growth by providing Victorian companies with access to a range of programs and initiatives that will help more Victorians to become exporters and make their presence felt in world markets."

Mr Haermeyer said that this included expanded export assistance and trade mission programs, the appointment of Special Trade Envoys for key growth markets, establishment of an Export Coordination Unit and the Export Roundtable.