



ACT Chief Minister's
EXPORT AWARDS

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ACT Chief Minister's Export Awards Case Study

QuintessenceLabs

Looking to grow from a research based company to a business with a commercial focus, QuintessenceLabs was searching for ways to promote their high quality, industry leading data encryption techniques.

Through combining information communication technologies with the laws of quantum physics, they work to protect digital information for the purposes of national security and the economic prosperity of a variety of businesses and industries.

Chris O'Neil, Chief Marketing Officer at QuintessenceLabs, said the ACT Chief Minister's Export Awards served as a great way for the business to earn credibility and attract customers in the early stages of growing their business.

"As the winner of the ICT Award in 2011, the job of attracting customers for our products was made much easier," Mr O'Neil said.

"The Export Awards were an integral part in picking up early adopters, particularly as customers need evidence that a product is of decent quality and sound design before they decide to invest in it.

"The awards helped to provide this evidence and assisted us in securing our first major contract with the Department of Defence."

Mr O'Neil said the application process had helped QuintessenceLabs assess the strengths and weaknesses of their business, while also feeding into applications for other industry awards and acknowledgments.

"We were able to really define the way we thought about our business," he said.

"After our win at the ACT Chief Minister's Export Awards, we were able to apply for and win the Australian Computing Society (Canberra) ICT Innovation Award, and were featured as a finalist in the Australian Export Awards in the Emerging Exporter category," he said.

"All of these achievements have helped give further credibility to our business and made our transition to a commercial entity much smoother. We would recommend any business hoping to expand or attract a larger customer base to look in to the ACT Export Awards, it's an extremely valuable experience."

The ACT Chief Minister's Export Awards are an initiative of the ACT Government, managed and delivered by the Canberra Business Council.



The 2012 ACT Chief Minister's Export Awards are an initiative of the ACT Government, managed and delivered by Canberra Business Council and proudly sponsored by:

