

30 Aug
1993

BUSINESS

FUJITSU - COMPUTERS

"LIFT"

PRODUCED IN DANDENONG
SAID TO BE THE
WORST

1988 OPENED

1993 ANNOUNCED A HALF-BILLION DOLLAR

EXPORT DEAL

DANDENONG BERWICK LEADER August 30, 1993

Fujitsu in big export drive

by ROD CURTIS

A DANDENONG manufacturing plant announced a half-billion dollar export deal last week, continuing the spate of boon deals by Dandenong firms in recent weeks.

Fujitsu Dandenong announced that a locally designed laptop-sized computer dubbed LIFT (the Low space Integrated Financial Terminal) would be produced in Dandenong and sold to the world.

It will reap returns of more than \$500 million in the next five years.

Launched by the Minister for Industry and Employment, Mr Phil Gude, LIFT is expected to create 40 jobs.

Mr Gude claimed the announcement was further proof Victoria was leading Australia in export growth, and for that, Dandenong could accept part of the accolade.

The announcement follows multi-million dollar export deals by Dandenong companies Castricum Bros meatworks and ABS Transport in the past eight weeks.

A 30-strong media contingent followed Mr Gude on a tour of the high-technology Kitchen Rd plant last Thursday.

Mr Gude said the deal would provide a boost for electronic industries in Victoria, while the export potential for the computer was "enormous".

Mr Gude said the computers proved Victoria's increasing presence in export markets.

"Those who take the challenge up to the world can succeed — they've proven it. Success breeds success," Mr Gude said.

The \$30 million Dandenong plant has employed more than 120 workers

since it opened in September, 1988. It is one of only four Fujitsu manufacturing centres worldwide.

Staff were flattered the giant Japanese company gave the Dandenong centre the mandate to produce the computer.

The first computers will roll off the production line next month destined for installation in Australia and pilot testing as bank teller terminals in bank sites throughout the world.

Banks in Queensland, Canada, France, South Africa and Britain have already expressed interest in the state-of-the-art computer, claimed to consume less power than a 40-watt light bulb.

Fujitsu's managing director, Neville Roach, said LIFT was an example of how innovation and design could put Australia at the forefront of world technology.



INDUSTRY and Employment Minister Phil Gude watches a Fujitsu employee operating the circuit board.