
The PM Sees It Leica's Way

We've previously remarked that there are two 'hot spots' in the world, where talent is concentrated that's at the forefront of machine guidance technology. One is Scandinavia, and the other is south-east Queensland.

The Prime Minister endorsed this when he recently opened the new Leica facility at Dutton Park, Brisbane.

This is no mere base from which to service the Australian market. It's the global headquarters for Leica Geosystem's research and development of machine automation solutions for the mining and civil construction markets. It represents a very large investment in the future by this Swiss-based multinational. And make no mistake; it's been based in Brisbane because that's where the smart people are.

"Australia was the Stand-Out Choice"

Said the global president of Leica Geosystems Mr Clement Woon, "We could have chosen anywhere in the world for this site, but Australia was the stand-out choice. Australia's reputation for innovation and



investment in technology, and Queensland's highly skilled workforce, were key drivers in our decision. Queensland is also a key hub for mining and construction activity in the southern hemisphere."

Leica Geosystems expects to inject in excess of \$A20 million into the Queensland economy over the coming years as it doubles its current workforce. It's investment has been strongly supplemented by that of its dealer, CR Kennedy & Co. "We've put in place a talented team of people with


a depth of technical expertise, to support the Leica products," observed CRK's managing director, Malcolm Kennedy.

PM is a 'Quick Learn'

The PM was given a guided tour of the extensive new laboratories and test facilities by Martin Nix, Geoff Baldwin and Andrew McCleave, the Aussies with primary responsibility for making this Swiss investment pay off. He asked a lot of pointed



questions and then impressed his audience with an off-the-cuff speech that showed that he'd quickly grasped the essence of this complex field.

As Mr Howard observed, it's one thing to dig ore out of our ground and export it to the world. It's quite another thing to export cutting-edge technology to meet those ends. 

Prime Minister John Howard recently opened Leica Geosystem's new global research and development facility in Brisbane, signalling that Australia is a world epicentre for machine automation.