



2012 EXPORT AWARDS FINALIST

## PRESS RELEASE

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### **SOS MARINE IS A FINALISTS IN 2012 NSW INNOVATION EXPORT AWARD**

SOS Marine is proud to announce that the company is one of the finalists in the NSW Innovation Export Awards.

The Export Council of Australia Executive Director, Ian Murray said that the quality of the entries this year in New South Wales was by far the best in more than five years, "In this global economic environment it is difficult to maintain sales and market share let alone deliver a healthy margin. Many export awards finalists this year did both, even companies doing business in Europe and the United States achieved good outcomes."

"The big stand out" Mr Murray said is "the ability of many of these companies to apply innovative ways of doing business. Not just through product innovation but most notably through introducing different methods of marketing and distribution channels as well as new forms of technology."

"The Export Council of Australia congratulates all this year's finalists and wishes them well at the awards ceremony on the 11th October in Sydney."

Commenting on the news, a spokes person for SOS Marine said: "our company has developed smarter safety and rescue systems to respond to emergencies so different to those in the marine market place and which have the potential to save many lives"

SOS Marine is an Australian company manufacturing safety and rescue equipment for 12 countries Defence Forces and many maritime professionals world-wide.

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EXPORT AWARDS**

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