

CEDIA Australasian Expo Reflects Intense Market Growth

By Sherrie Morreall

The Custom Electronic Design and Installation Association Australasia chapter, (CEDIA Australasia) demonstrated considerable growth and participation in custom electronic design for the region. CEDIA Expo 2002: Integrating the Future reflected the assimilation of AV into numerous industries as it matures within the Australasian market.

Exhibitor participation increased by 60%, completely selling out the show floor space and hosting a record numbers of visiting delegates. "We are thrilled at how well everything has been received for this year's CEDIA Expo," said Kerrie Basha, Regional Coordinator of CEDIA Australasia. "More businesses are recognising the importance of genuine custom design and are coming to CEDIA to learn how to grow in their industries. It's an exciting time to be working in this innovative and trend-setting field right now."

"We are especially pleased that we are better satisfying the definition of custom electronics," continued Basha. "We are not limited to one specific area. That is to say we are not just audiovisual, entertainment technology or home theatre, but we represent true custom electronics for numerous applications encompass all of those industries. Our custom design members encompass electronics for homes, conference rooms, board rooms and entertainment facilities."

Among the administrative highlights of the expo included the election of the new CEDIA Australasian Board of Directors. The election showed a strong Australian-based hold, with the newly elected president, Gordon Anderson, vice president Stuart Robertson and treasurer Mike Hutcheson all being headquartered in differing Australian states.

"Our industry benefits from professional member companies growing together," said Anderson, in his acceptance speech. "By becoming CEDIA members and actively volunteering in CEDIA activities, we share the latest information about the industry, which directly results in a better overall product from a powerfully united industry."

"As any volunteer knows," continued Anderson, "It takes a lot of time to run your own business and volunteer as well. The most important resource of CEDIA membership and the expo is the ability to network. Networking here helps us to grows together so we can do more business in our home and overseas markets."

David Vale, recipient of the Volunteer of the Year Award agrees. "The industry grows when we support it," he said. "Volunteering here benefits everyone."

"We went from begging people to participate to doing millions of dollars in business," said James Billington, when awarded the Lifetime Achievement Award. "To look at the industry today, we see that what we've got is absolutely fantastic and it can only get better."

"There is no better feeling than seeing CEDIA really work," added Basha. "CEDIA Australasia works well with the team we have and the team keeps growing. There has never been such a truly dedicated and experienced group to lead the industry than the one we have now. It makes it even more exciting to be involved in CEDIA."

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