

MTAA JOINS TRADE DIVERSIFICATION NETWORK TO STRENGTHEN GLOBAL OPPORTUNITIES FOR AUSTRALIAN MEDTECH EXPORTERS

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The Medical Technology Association of Australia (MTAA) has been confirmed as a member of the Australian Government's Trade Diversification Network (TDN), reinforcing its commitment to supporting Australian MedTech companies to expand into new and emerging international markets.

The announcement was made today in Adelaide by the Minister for Trade and Tourism, Senator the Hon. Don Farrell, as part of Austrade's Accessing New Markets Initiative (AMNI), which aims to help Australian exporters reduce reliance on traditional markets, strengthen resilience, and capitalise on global growth opportunities.

The Trade Diversification Network brings together industry bodies, exporters and government to identify barriers to trade, share market intelligence, and develop practical initiatives that support Australian businesses to diversify their exports, particularly into high-growth regions such as Southeast Asia and the Middle East.

"MTAA is excited to be announced by Senator the Hon. Don Farrell, Minister for Trade and Tourism as a member of the Trade Diversification Network", MTAA CEO Ian Burgess said.

"The Trade Diversification Network complements MTAA's existing efforts to support export-ready MedTech companies and strengthen Australia's global competitiveness".

"MTAA's participation in the Trade Diversification Network strengthens MTAA's MedTech Compass Initiative, which supports MedTech companies to grow, scale and connect with global opportunities".

"Participation in the Trade Diversification Network is particularly important for the MedTech industry, which operates in highly regulated and complex global markets and plays a critical role in improving health outcomes both domestically and internationally".

"In an environment of global uncertainty and ongoing supply chain disruption, trade diversification is essential to building resilience, supporting skilled jobs and ensuring Australian innovations continue to reach patients in Australia and around the world".

Further information about Austrade's Accessing New Markets Initiative and the Trade Diversification Network is available on the Austrade [website](#).

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About MTAA:

The Medical Technology Association of Australia (MTAA) is the peak association representing companies in the medical technology industry. MTAA aims to ensure the benefits of modern, innovative and reliable medical technology are delivered effectively to provide better health outcomes to the Australian community.

MTAA's membership spans Australian start-ups through to global MedTech leaders. Our members develop, manufacture and supply medical technologies used in the diagnosis, prevention, treatment and management of disease and disability. The range of medical technology is diverse, with products ranging from familiar items such as syringes and wound dressings, to high technology implantable devices such as pacemakers, defibrillators, and orthopaedic implants. Products also include hospital and diagnostic imaging equipment such as ultrasounds and magnetic resonance imaging machines, as well as digital health technologies such as remote monitoring devices and digital therapeutics.

MTAA members distribute the majority of non-pharmaceutical products used in the diagnosis and treatment of disease and disability in Australia. Our member companies also play a vital role in providing healthcare professionals with essential education and training to ensure the safe and effective use of medical technology.

About MTAA's MedTech Compass Membership:

MedTech Compass, an initiative powered by the MTAA, was created to guide Australia's next generation of MedTech innovators from prototype to market success.

The MedTech Compass mission is simple: turn breakthrough ideas into real-world health solutions, while strengthening Australia's sovereign MedTech capability.

Further information about MTAA's MedTech Compass Initiative is available [here](#).

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