



MOX Automation



Company profile

MOX is a privately owned Australian company which was established in 1998. Based in Brisbane, the company has grown to become a multinational organisation with a presence throughout Asia-Pacific and the Middle East.

MOX designs and manufactures smart products for industrial automation, infrastructure control and building automation. With manufacturing and assembly facilities that operate quality systems and procedures to ISO9001 standards, it is committed to delivering the best quality products and services to its global partners and clients.

Motivations to export

MOX is an example of a Queensland company that was born with a global focus. Exporting was the way that MOX started its business and the company was built around the export markets. Rather than having a domestic market and then expanding into export markets, it established itself in international markets and then expanded into Australia.

MOX has become an industry leader in supplying smart technologies and innovative solutions for a broad range of applications across the globe. MOX prides itself on core principles of design innovation and technological excellence.

Activities that contributed to its export success

Export success has come and continues to come from MOX's willingness to be involved in its clients' culture and to become part of the countries to which it is exporting. Instead of being an Australian company dipping into other countries, clients have respected the company's commitment to their culture and region.



Lessons learnt and mistakes made along the way

MOX has learnt a number of important lessons regarding culture and the relationships with people within these cultures. It is important to note that the information and knowledge gained from one country should not be applied to another country, as this could lead you down the wrong path.

When you take the lessons learnt and try to apply them outside that particular culture, that is when it becomes a mistake. Each culture and client relationship is different and should be managed independently.

How exporting has benefited the business

Since the business has been built around the export market, MOX has been able to achieve its goals of being successful in many different countries.

Exporting has helped MOX grow its business, achieve its company goals and continue to expand its business throughout different regions.

Assistance received from the Queensland Government

MOX has received a lot of government assistance along the way. The greatest benefits have been in participating in business seminars and export workshops. It has been an advantage for the company to gain access to people who knew more about exporting, so it could further develop its export knowledge.

The company has also been involved with other government activities including the Manufacturing Industry Pipelines and Mentoring for Growth programs.

Words of advice for exporters

MOX encourages companies to commit whole-heartedly to exporting, take the plunge and go all the way. The company had a clear focus on its business goals and understood what type of company it wanted to be. MOX defined its objectives through careful planning, which ensured that the company could continue to be stable and successfully achieve its objectives.

The most important aspect for MOX was to understand its target market. The company was provided with opportunities within other countries; however it would not enter the market until it recognised how to successfully gain competitive advantage.

The company advises that once you have made the decision to export, commit to it, don't stop and keep moving forward.

This case study was prepared for the Getting Export Smart workshop series. Please contact your local State Development Centre to register for export workshops and training programs.

Queensland State Development Centres
1300 363 711

**If you have any queries about exporting
from Queensland, please contact:**

Export Advisory Unit
Telephone +61 7 3224 4035
Facsimile +61 7 3835 1002
tradeinfo@qld.gov.au
www.export.qld.gov.au