



2026 Awards (2026)

Excellence in International Business (Region: Far South Coast)

Business NSW - Excellence in International Business



rJnYANOK

Entry details

Trading name:	Business NSW
Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations):	Business NSW
Registered ABN:	63 000 014 504
How is your business structured?	Incorporated Association
Is your business classified as a not for profit?	No

Main office address: Level 7, 8 Chifley Square

Suburb: Sydney

Postcode: 2000

Business trading commencement date: 2016-02-01

Number of employees: 21 to 49

What is the main industry your business operates in? Manufacturing

Is your business primarily business to business or business to consumer? Business to Business

Describe your business, product/service you offer to the market or industry

Best practice are two words Business NSW takes very seriously, because in the field of cleaning and infection control, best practice saves lives and livelihoods.

Business NSW develops healthcare solutions for Infection Prevention, Medical Device Reprocessing and detergents, Surface Disinfection, Sterilisation and Hand hygiene. With a strong focus on innovation, research and chemistry, Business NSW is committed to developing cutting-edge technology to create safer, cleaner healthcare environments.

Please provide a 100 word biography for your business to be used for promotional purposes.

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Website: <https://www.businessnsw.com/>

PROMOTIONAL IMAGES

Please attach 2 hero images that best depict your entry. It could be a logo or team group photo.

Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).

PROMOTIONAL IMAGE 1

The logo for Business NSW, featuring the word "BUSINESS" in a large, bold, black, sans-serif font, with "NSW" in a smaller, bold, black, sans-serif font directly below it.

[Download \(19 KiB download\)](#)

PROMOTIONAL IMAGE 2

BUSINESS NSW

[Download \(19 KiB download\)](#)

Full name: Business NSW

Position: Test Entry

Email: test@businessnsw.com

Phone: +61416457693

The business has been trading/operating for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry. ✓

The business has been trading/operating internationally for two years or more at the time of entry. ✓

A representative of this business has not been a judge in this category in 2025. ✓

A representative of this business is not a judge in the 2026 Business Awards program. ✓

Excellence in Export

Describe your key achievements over the past 12 months in international markets. This may include sales growth, new market entry, strategic partnerships, increased visibility or expansion of your global footprint.

Business NSW continues to grow our export markets with both direct and licensing strategies globally. Our company has recently appointed a Vice President of International Sales to support our existing Sales Team and assist in managing our business in North America in addition to our ever growing direct supply customers who are shipped product out of our Hunter based manufacturing site at Tomago. Our Direct Export business grew at over 20% for the 23/24 Financial Year. Our Global licensing agreements continued to grow Sales with the results unfortunately covered by non disclosure agreements !We were excited to see 3 new Export Distributors coming onboard and 2 new export territories Saudi Arabia and Cambodia. Ongoing development work on multiple countries including South American markets commenced during the year with commercial results expected during 2025FY. Our Manufacturing team has worked extremely hard to introduce a new Quality management System called MDSAP which stands for Medical Device Single Audit Program. This allows Business NSW to export Medical Devices direct into the North American Markets including the US and Canada with opportunities in Brazil and Japan in the future. The implementation of MDSAP underscores our commitment to meeting stringent international regulatory standards while expanding our global footprint in the healthcare sector. We remain focused on further expanding our international presence and delivering value to customers worldwide through our vast range of high-quality products.

Explain how your product, service or business stands out in international markets and what strategies you have utilised to maintain your competitive advantage.

Business NSW has a large range of products for a number of Medical market segments so we differentiate our products from our competitors in a number of ways. Our commitment to innovation ensures our products remain superior in performance compared to competitors. Business NSW's primary way of differentiation is by innovation with products that have superior features and benefits to the competition. These products are patented where possible. A good example of this is our product Surfex which is the World's first Dry Surface Biofilm Remover launched in 2017 and targeted at superior disinfection of healthcare surfaces by killing the bugs and removing their protective infrastructure called a biofilm. Surfex has multiple patents across the globe. In other areas we compete on price with multinational competitors with functionally equivalent products. A great example of this is the Business NSW product Endox which is a High Level Disinfectant used in what is called a specific Automatic Endoscope Reprocessor called a Medivator which is used globally in Gastroenterology.

These are complex products that require a high level of regulatory compliance which is determined by an individual country's regulatory authority and usually take a long time to register! Maintaining and improving our advantage in Export markets requires the support of skilled Distributors operating in our targeted market segments. These relationships are often challenging to develop as both cultural and technical challenges often mean that approaches are different in different countries for the same product! Business NSW's focus is to establish training and support in our Export markets to overcome these challenges to promote market growth. By adapting to local conditions and utilising the knowledge and capabilities of our distributors, we enhance our position as a leader in global markets.

A great example of this is the Export Conference that Business NSW held in Sydney during 2023 which was attended by 18 delegates from Distributors from 8 countries.

Business NSW consistently delivers excellent customer service and sales support. Our commitment ensures interaction with customers is positive, responsive, and tailored to their specific needs. Our dedicated customer service and sales team is trained to provide knowledgeable support, enhancing overall satisfaction and loyalty among our customer base. Additionally, our investment in research and development sets us apart from competitors and reinforces our reputation as a trusted partner in the industry.

Describe how are you building a positive reputation for Australian products and services in international markets.

Australia already has a strong Healthcare brand quality signal in international markets which are underpinned by strong regulatory requirements for products in our own market and stringent quality standards that must be met for supply. Business NSW have taken Quality Standards to a new level with the introduction of MDSAP at our Tomago manufacturing facility which is based on the International Standard for Medical Device Manufacture called ISO13485 but then overlays the unique individual country regulatory requirements of regulators such as the US FDA. Healthcare customers can be assured that their products meet the highest global standards when using Business NSW products manufactured right here in the Hunter!! This is shown by our commitment to continuously develop advanced formulations that enhance effectiveness and ensure patient safety. Business NSW actively engages in marketing and promotional activities that highlight the unique benefits of Australian-made products. This includes participating in trade shows, industry events, promotional campaigns and seminars aimed at educating patient safety within the healthcare sector. The Export Conference held in Sydney in 2023 is a great example of this. Our Export partners had an opportunity to receive product training and updates and then attend a formal function celebrating the company's 90 year anniversary! Other important factors which build our Australian reputation is ethical and knowledgeable representation of our products in the field. Our staff are highly trained with a wealth of experience to support our products which are sometimes used in unique situations across the globe. This expertise ensures exceed expectations, further setting our reputation as a leader in healthcare innovation and quality. Moving forward, Business NSW continues to expand partnerships with international distributors, broadening our market reach and further enhancing our credibility in the global healthcare industry. These efforts collectively contribute to building and maintaining a positive reputation for Australian-made healthcare products globally.

Summarise the key features of your international strategy including marketing, partnerships, digital channels, product adaptations or innovation over the past 12 months and the role it has played in your success.

Business NSW continues to expand our markets globally through both direct entry and by licensing our technology globally. We have appointed a dedicated Sales Manager in the role of Vice President of International Sales to ensure our Direct Export Distributors receive the support that they need. Our Hunter based Marketing team also support all of our International Export Distributors to generate the collateral that they frequently need (which is in a range of languages). Providing hands on education and training for both their staff and customers in their own individual markets in addition to providing Australian or International Key Opinion Leaders to speak at their own National Conferences is a critical element of our marketing strategy. Targeting a limited number of countries to develop is also an important part of our marketing strategy as there is usually a large amount of regulatory work that must be done before a medical product can be launched in a new market. Onboarding too many countries simultaneously is difficult for our ever expanding regulatory team to handle and can cause frustrations for our customers if there are delays. By focusing on a select number of countries for market development allows us to navigate complex regulatory landscapes efficiently. This targeted approach minimises delays and frustrations for our customers. For licensed products there is little influence that can be applied by marketing as the Licensee normally has their own marketing team working on their own strategy that aligns with their goals and market positioning within their country. Despite Business NSW's reduced direct influence in these situations, we maintain oversight to ensure that our brand values and quality standards are upheld. We provide guidance and support to ensure they effectively represent our products in their respective markets. This may involve sharing best practices, providing access to promotional materials, and offering technical assistance as needed.

These strategies have positioned us for sustained growth and enhanced our reputation as a trusted provider of quality products globally.

What percentage of your overall revenue comes from international activity (export earnings, global partnerships, online global sales, licensing, franchise revenue)?

Business NSW's Direct Export business grew at over 20% for the 23/24 Financial Year and accounts for approximately 15% of our revenue. 2024FY is the first financial year (not impacted by COVID) where double digit growth in export has been achieved and is more than triple that of previous financial years. The ongoing strategic focus of exporting our healthcare technology has enabled us to double our export earnings from 2019FY to 2024FY. Our Global licensing agreements continue to grow Sales with the results unfortunately covered by non-disclosure agreements! The quantum of Sales is substantial with several of our products market leaders in the large US Healthcare market. As Australia is only approximately 3% of the Global Healthcare market there is a world of opportunity beyond our shores which Business NSW continue to work on developing with a range of growth strategies. This involves expanding our distributor network, improving our brand through focused marketing campaigns, and continually innovating our product offerings to meet the diverse needs of global healthcare providers. By focusing on these growth strategies, Business NSW aims to enhance its position as a leading player in the global healthcare industry, driving sustainable revenue growth and delivering value on a global scale.

Log in to enter.businessnsw.com to see complete entry attachments.

BUSINESS NSW