

CASE STUDY

ICT International helps solve the world's water problems from its base in regional New South Wales

More than 50 countries use the company's products to save water and improve crop production.

ICT International is a global leader in the design and manufacture of precision instruments for monitoring water use in crop production. The company manufactures its own instruments at its facility in Armidale, New South Wales. Researchers, businesses, governments and other customers from more than 50 countries use its products to save water, improve crop production and find solutions to the world's growing water scarcity problem.



Fast facts about ICT International



Established in 1982 in Armidale, New South Wales



Researches and manufactures precision instruments for measuring water use in crop production



Exports to more than 50 countries



Contributes to global scientific knowledge about plant water use by developing instruments for plant and soil science research



Employs 24 full-time staff members

CASE STUDY

Determining how much water a plant uses can help to ensure water is used efficiently in agriculture and food production — and combat the world’s water shortage. ICT International has been at the forefront of this science since 1982, designing precision instruments to accurately measure and understand plant water use.

Based in Armidale, New South Wales (NSW), the company started by importing scientific instruments from US and Germany. But, through research and product design innovation, it has been able to manufacture its own instruments since 2009. It now exports to more than 50 countries, including China, the United States, Brazil and Germany, with support from the NSW Government’s export advisers.

Customers from environmental researchers to businesses and governments use the company’s plant and soil moisture sensors, and data-logging platforms to save water and improve crop production.

Importantly, these solutions contribute to global knowledge in plant, soil and environmental sciences, helping researchers find better ways to manage dwindling water resources. They have also won the company recognition. In 2013, ICT International received three awards from NSW Government for innovation and excellence in export. They were acknowledged for creating a unique family of digital data logging sensors, including the Sap Flow Meter and Stem Psychrometer.

NSW Government programs such as the Water Adjustment Innovation Fund (WAIF) have helped ICT International maintain a culture of innovation. Through these programs, the company has been able to create and maintain skilled jobs in Armidale, helping grow the city’s pool of talent.

As water becomes scarce in many parts of the world, ICT International expects demand for its precision instruments to grow.

“The world is running out of resources, and more monitoring of crop production and the environment will be necessary to make limited resources such as water go further” says Dr Peter Cull, Director of ICT International.

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