



## Heidi Victoria MP

Member for Bayswater District  
Minister for the Arts  
Minister for Consumer Affairs  
Minister for Women's Affairs



2/40 Station Street, Bayswater. 3153  
Ph: 97291622 Fax: 9729 0912  
heidi.victoria@parliament.vic.gov.au  
www.heidivictoria.com.au

### MEDIA RELEASE

## BAYSWATER DENTAL COMPANY WINS EXPORT AWARD

Bayswater District MP Heidi Victoria has commended Bayswater company, *SDI Limited*, for winning a prestigious award at the 2014 Governor of Victoria Export Awards.

“Congratulations to *SDI Limited* for winning the Health and Biotechnology Export award for 2014,” Ms Victoria said.

“*SDI Limited* makes a substantial contribution to the global dental industry, focusing on the research and development, manufacturing and marketing of specialist dental materials and products, such as its world-leading teeth whitening system.

“Ninety per cent of *SDI Limited*’s sales are exported to over 100 countries on all continents to help people achieve the perfect smile,” Ms Victoria said.

SDI Managing Director Jeffery Cheetham said: “SDI’s total commitment to research and development ensures that our products are technologically advanced to provide outstanding innovation and quality for our distributors, and ultimately the end users who are dentists in over 100 countries in all parts of the world.”

Minister for Employment and Trade, Louise Asher, told a special ceremony at Government House that 13 Victorian organisations and one outstanding individual had been rewarded with prestigious Governor of Victoria Export Awards for excellence in the face of challenging global economic conditions.

“These awards recognise the contribution made by Victorian exporters which last year exported goods and services worth \$36.2 billion to more than 200 countries around the world.

“These companies, led by creative people and supported by dedicated staff, have developed great products and services and worked hard to take their enterprise to new and existing markets across the world. Their skill, flair and drive are representative of the dynamic and innovative culture for which the business community in Victoria is so highly regarded,” Ms. Asher said.

The Governor of Victoria Export Awards promotes the importance of exports to Victoria’s economy and highlights the government’s commitment to assisting businesses to become export success stories.

The Hon. Alex Chernov AC QC, Governor of Victoria is the patron of the Governor of Victoria Export Awards, which is now in its 35th year. State and Territory award winners automatically qualify as finalists for the Australian Export Awards, which will be held in Sydney on November 27.

Media contact: Elisa Miller 9729 1622, [elisa.miller@parliament.vic.gov.au](mailto:elisa.miller@parliament.vic.gov.au)