

MEDIA RELEASE

Minister for Tourism, Regional Development and Industry
The Honourable Desley Boyle
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Primo says Smart State is El Supremo

Industry Minister Desley Boyle has welcomed news that smallgoods manufacturer Primo will establish a \$70M plant at Wacol in Brisbane.

Minister Boyle said the company would build a state-of-the-art 18,000 square metre plant to house its smallgoods manufacturing, warehousing and distribution facilities, substantially expanding its Queensland operations.

"This is great news for Queensland's food manufacturing industry and for employment as the new plant will create around 425 new jobs," Ms Boyle said.

"This new high-tech plant will be an excellent addition to Queensland's thriving food manufacturing industry."

"Primo were previously located in New South Wales and this decision proves that Queensland is still open for business and the state of choice for doing business.

"Primo has been considering several options over the past year and the State Government is extremely pleased that the company has settled on Queensland."

She said Primo was the 17th company to be attracted to the State by Invest Queensland in 2008 alone.

"Over the past decade or so Queensland has developed a well-deserved reputation as a great place to do business and Primo's decision to establish a major operation here is evidence of this.

"This Government's pro-business attitude has helped create a business environment that will put our State's economy in the best position possible as we face up to global financial hardship over the next year or so."

Minister Boyle said the food processing industry was currently Queensland's largest manufacturing sector generating \$15 billion in revenue annually, representing 37 per cent of the State's total manufacturing exports and employing 37,000 people.

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