

Sydney and New South Wales.
Your future starts here.

Spencer Ding



Spencer Ding migrated with his wife Xiaolin and family to Sydney, NSW from China in 2012. Since then, he has been able to set up and grow his own high tech business, SNS Unicorp.

NSW Business & Skilled Migration sat down with Mr Ding to talk about his family, new business venture and lifestyle opportunities in Australia's premier state, NSW.

EXECUTIVE SUMMARY

Since moving to New South Wales, Spencer and his family have really integrated into the community.

He has established his own business and developed partnerships with universities in Sydney. This has allowed him to develop and commercialise his innovative technology.

His wife Xiaolin and he are very impressed with the standard of education in New South Wales, and their kids enjoy the nearby parks and recreation facilities.

Why did you choose NSW?

Strong business environment

"I considered several places both abroad and within Australia, but I decided on NSW because of its strong, dependable economy and the NSW Government's 'making it happen' approach.

I've found the State's 'open for business' environment means it's easy to engage and cooperate with other organisations, like universities and other businesses. It's very collaborative, and easily the best state to pursue projects and other opportunities.

With sustained and dependable economic growth, plenty of business support available and as the heart of innovation, Sydney was a natural choice to base my business.

The strong multicultural community of NSW, especially Sydney's Chinese community, has also been a strong attraction point for me. The local community has helped me and my family to integrate more quickly and easily.

What's been the best thing about living in Sydney?

Energising lifestyle and environment

Sydney and NSW are renowned for having a great work-life balance and I was attracted by the friendly people and warm climate.

In fact, I've learned that Sydney enjoys 340 days of sunshine per year on average. It's certainly a beautiful place to live, offering the kind of work-life balance that everyone aspires to.

"NSW has the largest state economy in Australia, which means it's very suitable for business development."

What's been your biggest success?

Sustained growth and innovation has helped my business

Well one of my biggest achievements is my business. I'm now the General Manager of SNS Unicorp, which is based in Sydney, NSW. My business is focused mainly on research and development in technology solutions.

At the moment my business is mainly focused on research and technology commercialization. My current projects are video based smoke detection and new sheet metal forming technologies. With a range of government and private sector partners, I've been able to develop entirely innovative industrial methods.

Video-based smoke detection can be used as an alarm system for the early detection of fire, and is particularly useful for bushfire warnings.

What's surprised you about living in NSW?

Sydney is Australia's forefront of technology

NSW is Australia's centre of innovation.

I've found it very easy to run my own business in NSW. Sydney's strong transport and similar time zone means I can very easily maintain close business connections back in China.

I find the research ability and level is very strong. Currently, I'm working in participation with the University of Wollongong in NSW. We recently developed a memorandum of understanding to develop sensor technology with the University's researchers.

What's the best part of living in NSW?

Quality of life is world-class with excellent education opportunities

My wife and I believe that in NSW, our children have more opportunity and space to develop themselves.

I have two young children, one of whom was born in Australia. My daughter studies at a local primary school. Xiaolin and I were very impressed with the quality and professionalism of NSW's education system.

My kids are very happy living here. My wife and I have really embraced life in Sydney and NSW."

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