

Media Release

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BMX BRINGS GLOBAL MANUFACTURING OPERATIONS TO VICTORIA

In another win for Victorian jobs, personal care and cosmetics manufacturer BWX Ltd has announced it will transition segments of its USA manufacturing onshore to its Dandenong headquarters, creating 50 jobs over the next five years.

BWX's decision to bring its manufacturing operations to Melbourne after acquiring businesses in the USA, namely Andalou Naturals and Mineral Fusion, is a success story for the Victorian manufacturing industry.

It's estimated the global skincare market will be worth \$US180 billion by 2024, and BWX's consolidation is a strategic step toward expanding exports and tapping into growing markets.

The company develops, manufactures, distributes and markets natural personal care brands including Sukin Natural, Andalou Naturals, Mineral Fusion cosmetics and USPA Natural Spa, and has sales in 31 international markets.

Through support from the Andrews Labor Government, the new Dandenong facility will provide local jobs and increase BWX's exports by 90 per cent over five years.

The company also plans to partner with Victorian universities to triple its Victorian research and development activities and carry out more than 200 projects per year.

This week the Labor Government launched a new investment attraction strategy – *Investing in Victoria*. The strategy has been developed to ensure that the state continues to attract projects that will grow Victorian jobs and innovation.

The strategy targets precinct-based investment and identifies key sectors, including pharmaceutical manufacturing, that will drive future growth.

The medical technologies and pharmaceuticals industry is a growth sector vital to the future economic prosperity of Victoria, employing more than 23,000 people and generating over \$AU12.7 billion in revenue per year.

Quotes attributable to Minister for Trade and Investment Philip Dalidakis

"BWX's decision to consolidate its manufacturing operations in Victoria is a testament to our strong economy, great business conditions and deep talent pool."

"In Victoria we have all the right ingredients for pharmaceutical manufacturers to grow and that's evident by the amount of pharma companies that now call Victoria home."

"Advanced manufacturing is crucial to the future of our state – it will bolster the exports that support our economy and create countless jobs."