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CeBIT 2016 secures major international delegation for expo

In a major coup, CeBIT Australia, Asia Pacific's largest and longest running business technology event, has today announced China, Taiwan, New Zealand, India, Pakistan and Germany will exhibit as country Pavilions at the 2016 show, resulting in roughly 115 technology companies being introduced to the Australian market.

Due to CeBIT's international presence, solid visitation numbers and NSW's reputation as a leader in business technology, the 2016 show is viewed as a strong opportunity for international companies and governments to explore, meet and do business with local businesses.

CeBIT Australia's International Pavilions will connect technology solutions to a senior audience of government, enterprise and SME technology buyers and sellers.

Harvey Stockbridge, Managing Director of Hannover Fairs Australia - organisers of CeBIT Australia, said for those Australian companies interested in identifying potential international customers or vendors, or for those looking to expand abroad, the 2016 International Pavilions will allow them to easily connect with overseas companies and industry organisations.

"The International Pavilions provide exhibitors and visitors with the opportunity to explore new business partnerships," said Mr Stockbridge.

A representative from this year's Korean delegation, Mr Kyungjun Lee from Telit Wireless Solutions, will again join 20 Korean technology companies at the 2016 event. Mr Lee said CeBIT provides them with the perfect platform to showcase their innovative Internet of Things (IoT) solutions.

"This year we had numerous quality meetings with potential customers and received many enquiries about our product range," explained Mr Lee.

Whilst six countries have confirmed their participation in the 2016 show, more International Pavilions will be secured in the near future.

"It's imperative that we have a significant contingent of countries on board so that we truly do provide a one-stop-shop for businesses across the Asia-Pacific region to have access to the latest solutions, people and businesses.

"As NSW is Australia's ICT capital, accounting for 43% of Australia's total ICT businesses and is home to two-thirds of Australia's technology start-up companies, we present a unique opportunity for our international partners to explore NSW as a viable regional business location, and therefore ensuring the future of NSW as the desirable destination in which to do business," concluded Mr Stockbridge.

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Sydney Olympic Park | www.cebit.com.au

CeBIT Australia will take place 2 - 4 May 2016 at Sydney Olympic Park, Homebush.

For more information, please visit: www.cebit.com.au

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Interviews with Harvey Stockbridge, Managing Director of Hannover Fairs Australia are available on request.



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About CeBIT Australia:

2 - 4 May 2016, Sydney Olympic Park

CeBIT Australia – shaping the business technology landscape. www.cebit.com.au

CeBIT Australia is the Asia Pacific's largest and longest running business technology event.

CeBIT is a forward looking connected community – 365 days a year

Business technology developments and innovation wait for no one. That is why CeBIT Australia expands its reach beyond the largest and most interactive three day exhibition and conference in business technology, to connect the movers and shakers, from government, enterprise, SME's and the start-up community. CeBIT's variety of knowledge and networking platforms offer possibilities to engage, 365 days a year.

Highly tailored, expertly curated and insightfully harnessed, the power of the CeBIT community is for those who live in a competitive environment and who need to be in the know - everyday.

CeBIT Australia offers an independent network of business technology solutions

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CeBIT Australia is transforming the way Australians do business with technology. Offering delegates access to the ASX 200, making the notoriously hard to reach, reachable.

CeBIT 2016 is spearheaded by leaders in the ICT space, to ensure innovation, and cutting-edge solutions are delivered. Not vendor specific, CeBIT Australia offers an unbiased, full look at the industry.

A representation of business solutions through technology

CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

CeBIT brings together the comprehensive and future-thinking world of business technology solutions under one roof.

CeBIT Australia showcases the innovation of NSW

CeBIT Australia is creating and ensuring the future of NSW as the desirable destination in which to do business.

Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment

NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports.

NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2016.

CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.

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