

For immediate release: 12 April 2016

The future of FinTech *Unblocked* at CeBIT Australia

The future of FinTech innovation and what Australia can learn from the global industry will be explored by leading entrepreneurs and government advisers on Day 1 of CeBIT Australia, the largest business technology event in the Asia-Pacific region, on 2 May 2016.

The financial technology industry has experienced rapid growth over recent years, with new financial systems eager to shake-up the larger, more traditional players who are currently controlling the market and dictating its terms.

The combination of innovative technology and investment in start-ups is introducing disruptors who are keen to challenge the traditional model of hefty fees and slow delivery methods, to the benefit of Australia's consumers.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia, is excited to showcase the changing FinTech landscape at CeBIT Australia.

"The lack of competition in the marketplace continues to stifle the potential of Australian FinTech companies. The dominance of the big banks has ensured fees remain high, with Australian banks being amongst the most profitable in the world.

"The FinTech space is ripe for major disruption, and this industry will revolutionise both the business technology landscape, and Australia's economy.

"With the ASX recently announcing it will seek to introduce Blockchain technology for its clearing and settlements process, CeBIT will offer exclusive knowledge from the newly appointed Head of Australia for Digital Asset, Justin Amos. Plus, Duncan Challen from the NSW Government will open the FinTech conversation on the evolution of global technology and the local impact on Australia's and NSW's financial industry," said Mr Stockbridge.

Through three dedicated panel discussions, industry leaders will discuss embracing digital disruption, shaping the future of the financial services industry and how growth, innovation and collaboration can best be fostered for industry success.

FinTech conference highlights include:

The Hon. Anthony Roberts MP, Minister for Industry, Resources and Energy, NSW Government will give the opening keynote address.

Duncan Challen, Executive Director, International Trade & Investment, Department of Premier and Cabinet, NSW Government, will layout the state government's perspective for building a strong eco-system for an innovative financial services industry.

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Justin Amos, Head of Australia, Digital Asset will delve into the evolution of customer trust and fallibility in the FinTech industry.

Dilip Rao, Managing Director APAC, Ripple will provide insight into the currency of tomorrow – what will future payments look like?

In addition, the conference will welcome speakers:

- **Gilles Ubaghs, Senior Analyst, Financial Services Technology, Ovum; Anastasia Cammaroto, CIO, BT Financial Group; Mark Gay, CIO, ME Bank; Matt Symons, Chief Strategy & Innovation Office, Societyone: Panel session - *Shaping the future of financial services***
- **Louise Long, Chief Information Officer, NAB Labs: *Delivering consumer centric products***
- **Ian Pollari, Partner, Head of Banking, KPMG Australia: Panel session - *How platform-based business models are reinventing banking***
- **Danny Gilligan, CEO, Reinventure, *What can Australia learn from Fintech globally?***
- **Gilles Ubaghs, Senior Analyst, Financial Services Technology, Ovum; Andrew Rothwell, CEO, Tyro; Dr Andreas Furche, CEO, Capital Markets Technology; Dr David Snowdon, Co-Founder, Metamako; Alan Jones, Startup Evangelist, Blue Chilli: Panel session – *Fostering growth, innovation and collaboration***
- **Bryce Boland, Asia Pacific Chief Technology Officer, FireEye: *Managing risk in a digital environment***

CeBIT Australia 2 – 4 May at Sydney Olympic Park, will run ten dedicated conferences highlighting the major influences on business technology today. In addition to FinTech, there are conferences for Cloud, Big Data & Analytics, Cyber Security, Mobility, eGovernment, eHealth, StartUp, Digital Marketing and Internet of Things.

Register to attend: <http://www.cebit.com.au/register>

-ENDS-

For further information please contact:

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Notes to Editors:

- Interviews with Harvey Stockbridge, Managing Director, Hannover Fairs Australia are available upon request
- Interviews with most conference speakers are available upon request

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- Media passes to attend CeBIT Australia 2016 are available upon request. Please email cebit@zadroagency.com.au with your name, position and publication/s.
- For the first time CeBIT are partnering with Viocorp (the TedX Sydney streaming partners) to live stream the keynote speakers and media are invited to share this unique experience with their community. You can receive a short piece of embed code so you can host the live stream on your own website. The infrastructure and technical aspects are all handled by one of the world's leading streaming companies, Viocorp. To get your free embed code simply contact cebit@zadroagency.com.au

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

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.

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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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