



Deutsche Messe



**Shaping the Business
Technology Landscape**

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

For immediate release: 14 April 2016

CeBIT Australia launches VIP Program

CeBIT Australia, the largest and longest running business technology event in the Asia Pacific region, has launched CeBIT BLACK; a VIP program to connect the C-suite of Australia's leading enterprise and government organisations.

Whilst CeBIT Australia has delivered inspirational and informative business intelligence to nearly half a million attendees over its 15 year history, CeBIT BLACK will create an exclusive invite only engagement opportunity for tier one enterprise technology leaders and a limited number of enterprise level technology providers.

CeBIT BLACK will welcome over 200 of Australia's most influential technology leaders on Thursday 28 April at the Museum of Contemporary Art in Sydney, providing them with a unique learning and networking opportunity.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia is excited to launch the dedicated CeBIT BLACK program.

"We recognise that the requirements of elite Australian businesses, and the enterprise and government level technology suppliers they engage, require a distinct event to cater for their needs.

"CeBIT BLACK will be held the week prior to the CeBIT Australia exhibition and conferences, and will feature presentations by Kathryn Parsons, CEO of Decoded from the UK, plus Scott Monty, Crisis Communication Strategist will join us from the US. The Hon Anthony Roberts, Minister for Industry, Resources and Energy, NSW Government will also present at the event.

"We believe events like this will assist the growth and productivity of services across the business technology landscape," concluded Mr Stockbridge.

Registered attendees are from AGL, AMP, Bank of Queensland, Bupa, Caltex, Commonwealth Bank of Australia, Cochlear, Deutsche Bank, Network Ten, Nokia, NSW Government, OFX, PwC, Qantas, Red Cross, Samsung, Twitter, Uniting Care, Veolia, Water NSW, Westpac, Woolworths and more. Job titles include, CIO, CTO, CEO, CMO, CISO and Heads of Digital.

The event will be emceed by ABC personality James O'Loughlin, and feature keynote speakers, entertainment and a charity auction in aid of The Smith Family.

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Notes to Editors:

- Interviews with Harvey Stockbridge, Managing Director, Hannover Fairs Australia are available upon request
- Media passes to attend CeBIT Australia 2016 are available upon request. Please email cebital@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 cebital@zadroagency.com.au

About CeBIT Australia:

2 - 4 May 2016, Sydney Olympic Park

CeBIT Australia – shaping the business technology landscape. www.cebital.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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