



Shaping the Business Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

For immediate release

Leading Business Technology Event Reimagined

CeBIT Australia reveals new vision

With a new team at the helm, Australia's largest and longest running business technology event, CeBIT Australia, is open for business and set to push the business technology frontier – offering more to delegates than ever before.

Bringing together global insights from over 200 luminaries across 11 conferences, the team will bring together 350+ exhibitors covering 16 themes that cater to the needs of government, enterprise, SME and start-up's. The exhibition will have four new show floor theatres; an awards program vetted by Australia's leading business technology megaminds; a dedicated conference for StartUps; a brand new, invite-only exclusive VIP program; and a devoted symposium for up-and-coming entrepreneurs called PitchFest.

At the very core of the 2016 show is the vision to deliver an audience driven, content specific event that defines, shapes and propels the business technology landscape in the Asia-Pacific region.

Harvey Stockbridge, Managing Director of Hannover Fairs Australia - organisers of CeBIT Australia – said the team has undergone a major analysis and rethink of its offering and has made major changes to evolve CeBIT Australia into the 'must-attend' event for those who wish to take a glimpse into the future of business technologies.

"It was time for change. It was time for us, as a new team, to completely reimagine the show, reposition its value offering to our target audience and ensure what we bring to the expo floor is pushing the business technology frontier.

"We know our target audiences have different needs, therefore we've changed the show's layout and content to offer government, enterprise, SME's and start-ups with varying, yet distinct, experiences, extending the CeBIT offering to include tailored knowledge, technologies and solutions unique to their situations.

"We've also transformed the conference program, inclusive of content and speakers, to show an in-depth understanding of the needs of C-suite employees within enterprises, the buying patterns of the public sector for government employees, the competitive landscape of SMEs and the entrepreneurial spirit of start-ups.

"We know that the business technology industry constantly scours the globe for the latest trends and technologies that will impact their business; so it was imperative to the ongoing success of CeBIT that we deliver this independent and delegate-driven information required by the community, 365 days a year," said Mr Stockbridge.

CeBIT 365, another new initiative, provides year round content on how to overcome business problems via technology. Interviews with industry experts, white papers, discussion pieces and

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standalone networking events are available to the 35,000 strong group of professionals engaged as part of CeBIT's business technology community.

Driving this invigorated approach to engage with key audiences is the 'CeBIT Standard', a level of measure that the team at Hannover Fairs Australia follow to develop Australasia's largest business event.

"From the conceptualisation of our new show floor theatres, through to the key exhibitors, expo partners and inspiring line up of keynote and conference speakers, the 'CeBIT Standard' is our guiding light and driving force. It defines the future focus of CeBIT as a forward-looking connected community.

"Does it show leadership? Does it showcase the best technologies? Is it independent? Can people trust the message? Is it innovative and most importantly does it have the power to be transformative to our business and that of our community? The answer to these is yes, absolutely - CeBIT Australia, now in its 15th year, is well-equipped to tick all the boxes," concluded Mr Stockbridge.

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.

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.

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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. 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.

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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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