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Australia's C-Suite Cycle to CeBIT Australia

For the first time in 2016, CeBIT Australia is partnering with International Cycling Executives (ICE), to bring together the world's biggest business cycling community at Australasia's largest and longest running business technology event.

The inaugural CeBIT & International Cycling Executives Breakfast with the Bunch, will see senior business leaders enjoy a social ride around the iconic Sydney Olympic Park before Day 3 of CeBIT on Wednesday 4 May 2016.

The unique learning and networking environment will feature a keynote address by The Hon. Anthony Roberts MP, Minister for Industry, Resources and Energy and Andrew Hagen, CEO at Cycliq and inventor of the Fly6 and Fly12. This will be followed by inspirational presentations from sporting and business ambassadors, over breakfast.

Harvey Stockbridge, Managing Director at Hannover Fairs Australia, commented on the partnership.

"CeBIT Australia's partnership with International Cycling Executives adds an exciting new element to our 2016 event that engages a diverse group of senior business leaders through a shared passion for cycling.

"As a member of ICE for many years, I've made valuable connections through this community and had some of my best ideas whilst on the bike. Breakfast with the Bunch at CeBIT is a unique way of doing business and will enable likeminded professionals to help shape the business technology landscape, all whilst getting to indulge in their passion for cycling," said Mr Stockbridge.

Ryan O'Neill, Founder and Executive Officer of ICE commented on the partnership.

"CeBIT Australia provides a perfect opportunity for our members to come together to share their passion and hear about the latest in business technology from global experts.

"ICE connects over 1,000 c-suite decision makers in 7 cities around the world via an authentic platform resulting in meaningful high-level business relationships. We look forward to bringing this platform and high-level business connections to CeBIT in 2016," said Mr O'Neill.

CeBIT Australia will bring together ICT and business technology professionals at Sydney Olympic Park from 2 - 4 May 2016.

-ENDS-

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Shaping the Business Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | www.cebital.com.au

For further information please contact:

Zadro

Laura Valentine | +61 2 9212 7867 | laura@zadroagency.com.au | +61 406 285 077

Elle Stewart | +61 2 9212 7867 | elle@zadroagency.com.au | +61 410 127 522

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.

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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.

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

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**Shaping the Business
Technology Landscape**

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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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