



## Shaping the Business Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | [www.cebit.com.au](http://www.cebit.com.au)

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# Australia's start-up community on show at CeBIT Australia – 2 days to go

The nation's most innovative start-ups will showcase their ground-breaking ideas next week at CeBIT Australia, the Asia Pacific's premier business technology event at Sydney Olympic Park, 2 - 4 May 2016 through a start-up exhibition zone, dedicated conference and annual PitchFest.

Start-ups are estimated to deliver \$109 billion to the Australian economy and create over half a million jobs by 2033. NSW is home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

CeBIT Australia with its official partner, the NSW Government, has created a one of a kind innovation hub on the exhibition floor – The StartUp Zone. Entrepreneurs will showcase their innovations, share knowledge and connect with investors, venture capitalists and former start-ups that have transitioned into multi-million dollar, multinational companies.

The dedicated StartUp Conference will be emceed by Brad Rosser, Founder, TiE Board and Charter Member, BSF Group, and will delve into a world of insights from leading individuals.

Keynote presentations will include Bill Ferris, AC – Australia's first venture capitalist and Chair of the Innovation and Science Australia Board, Australian Government; The Hon. John Barilaro MP, Minister for Regional Development, Minister for Skills, Minister for Small Business, NSW Government; Karen Borg, CEO, Jobs for NSW; Anne-Marie Birkill, Partner and Executive Director, OneVentures; Jules Lund, Founder / TV & Radio Host, Tribe; and Gen George, Founder and Managing Director, OneShift.

Harvey Stockbridge, Managing Director, Hannover Fairs recognises the potential of connecting entrepreneurial minds within the fast-paced ICT community.

"The success of today's start-ups are core to the strength of Australia's economy tomorrow. CeBIT Australia provides a platform for business tech-preneurs to launch their ideas to the world.

"Australian start-ups including Airly, TouchOne, Knokal and SafeT Email will share their exciting innovations, giving them to a platform to share, source funding and learn from experienced entrepreneurs," said Mr Stockbridge.

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PitchFest is back in 2016, enabling start-up exhibitors the chance to pitch their business ideas to esteemed judges Steve Baxter, Founder, River City Labs and Shark on Shark Tank Australia and Karen Borg, CEO, Jobs for NSW.

Finalists battling it out to win PitchFest include 3DBrink which designs and manufactures Delta robot 3D printers; Blrt an app to get your point across quickly by talking, pointing and drawing over images, websites and documents; Health Care Innovate a fully, mobile, secure collaboration platform for health professionals; NetHealth-Data the next generation in tele-monitoring in the eHealth space; Open Orbit a diagnostic platform for business process optimisation; Operations Intelligence which delivers Industrial Process Control Solutions and Machine Learning using industrial IoT Platform and Artificial Intelligence; Propeller Aerobotics which unlocks the power of the drone; Shippit, the web's simplest shipping platform; The Smart Form Guide which introduces the gambling software race.lotto; VR Panos which specializes in the production of beautiful, fully customised, one piece 3D cardboard goggles; and Xigrom introducing teleporting apps.

“CeBIT is proud to have launched successful start-up exhibitors over the past few years, who have gone on to find global success, including Ingogo and Mathspace. We look forward to another competitive PitchFest,” added Mr Stockbridge.

The StartUp Conference and PitchFest on Wednesday, 4 May 2016 are open to CeBIT exhibition pass holders. Register via [www.cebit.com.au](http://www.cebit.com.au)

**-ENDS-**

### For further information please contact:

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### Notes to Editors:

- Full list of PitchFest finalists: <http://www.cebit.com.au/program/day-3-cebit-pitchfest/>
- 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 [cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au) with your name, position and publication/s.

### About CeBIT Australia:

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### 2 - 4 May 2016, Sydney Olympic Park

CeBIT Australia – shaping the business technology landscape. [www.cebit.com.au](http://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.

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.

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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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