



Deutsche Messe



Shaping the Business
Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

For immediate release: 4 May 2016

Australia's Executive Cycling Community Congregate at CeBIT Australia

CeBIT Australia and International Cycling Executives (ICE) partnered for the inaugural Breakfast with the Bunch event, kicking off the final day of the Asia Pacific's largest and longest running business technology event on 4 May 2016.

Commencing at dawn, over 80 of Australia's leading business executives took part in an early morning ride, followed by breakfast and keynote presentations from The Hon Anthony Roberts MP, Minister for Industry, Resources and Energy and Andrew Hagen, CEO Cycliq (Inventor Fly6 & Fly 12).

The Hon Anthony Roberts MP, Minister for Industry, Resources and Energy, [NSW Government](#) addressed the audience commenting on the importance of the business community to embrace technology to continue to drive the innovation boom.

"ICT is going to change the way that we live, work and inter-relate. Innovation is a key part the Baird Government's DNA, we don't want to leave anyone behind, we want to give people opportunities.

"The industry of innovation, the new ideas - that is going to be the industry that plays a critical role in ensuring that every Australian and every young person and old person has the best opportunity to be the best person they possibly can," said Minister Roberts.

Andrew Hagen, CEO Cycliq (Inventor of Fly6 & Fly 12) continued to inspire the crowd, drawing on his experiences of developing his own company and a range of unique cycling safety devices that have gone on to receive global attention.

Harvey Stockbridge, Managing Director of Hannover Fairs and member of ICE, commented on this special opportunity to bring together the c-suite to indulge in their passion for cycling and learn from the very best speakers and exhibitors at CeBIT.

"CeBIT Australia brings together the best of Australia's innovation in the business technology space, it is a privilege to partner with International Cycling Executives to welcome their members to connect with our conference speakers and exhibitors and encourage Australia's business sector to embrace the technology of today," said Mr Stockbridge.

Attendees at the breakfast included leaders of the corporate community, members of government agencies and associations.

OFFICIAL PARTNER



MAKING IT HAPPEN

SUPPORTING PARTNER





Deutsche Messe



Shaping the Business Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

ICE is an international c-suite business community based in 7 cities around the world with over 1,000 members, that provides an authentic platform resulting in meaningful high-level business relationships.

CeBIT Australia 2 – 4 May, Sydney Olympic Park. www.cebit.com.au

-ENDS-

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 cebit@zadroagency.com.au with your name, position and publication/s.

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.

OFFICIAL PARTNER



MAKING IT HAPPEN

SUPPORTING PARTNER





Shaping the Business Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

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.

OFFICIAL PARTNER



MAKING IT HAPPEN

SUPPORTING PARTNER

