

For immediate release: 4 May 2016

CeBIT Australia deemed major success as new home announced for 2017

CeBIT Australia closes today after three days showcasing the latest tech innovations for start-ups, small to medium businesses, enterprise and government at the largest and longest running business technology event in the Asia Pacific region. Over 300 exhibitors and 260 speakers shared ideas with thousands of attendees at Sydney Olympic Park for the final time before the show moves back to its original home of Darling Harbour at the new International Convention Centre, in May 2017.

Winners of the CeBIT Business Technology Awards and the 2016 Australian Government ICT Awards announced last night, espoused the key themes of disruption and emphasised the accessibility of key technologies. Rundl, a digital business collaboration platform enables traditional service providers to deliver their service in a secure space that follows customers on their preferred digital device, took out the CeBIT Award for Innovation, following the company's significant milestone of reaching \$5.2 billion of transactions using the platform.

Other CeBIT Award winners included Christie Digital who took out the top Business Award for Community Support; Acquire BPO won the Service Distinction Award; and Pronto Xi won the Top Business Solutions Award.

The Australian Government ICT Award winners included the Overall Excellence in eGovernment Award and Government 2.0 category winner, the National Blood Authority – MyABDR. Free Trade Agreement Portal by the Australian Government Department of Foreign Affairs and Trade which won the Applications Development category; AgInsight South Australia Information Portal – South Australian Department of Primary Industries and Regions won the Geospatial category; SV Enabled – Sustainability Victoria won the Project and Program Management category; and iVote at the 2015 NSW State General Election – New South Wales Electoral Commission won the category of Service Delivery.

ICT Young Professional of the Year went to Chris Moon, Sustainability Victoria and the ICT Professional of the Year Team went to Blood Sector Systems Team from the National Blood Authority.

Disruption, as one of the biggest business technology trends, was closely examined by the range of visionaries, strategists and futurists who presented keynotes at CeBIT Australia over the three days including Scott Monty and Scott Anthony who keynoted on Day 2.

Day 3 kicked off with Steve Sammartino, author of *The Great Fragmentation: Marketing Inside-Out*, giving the keynote for the Digital Marketing Conference who explained how the marketing

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

industry has transformed, and needs to be turned on its head. Using examples like the artist Banksy, Uber and Airbnb, Steve outlined how consumers buy stories, not products, and brands earn trust by being transparent.

Harvey Stockbridge, Managing Director, Hannover Fairs, commented on CeBIT Australia's ability to showcase disruptive ideas and innovative technologies, to a global audience.

"The success of CeBIT Australia 2016 is a reflection of the strength of Australia's business technology community. It was a strong event this year, and we have received lots of positive feedback from exhibitors, speakers and visitors.

"The reach of the event was further increased by live streaming keynote speeches for the first time. This initiative ensured a far greater, global audience for CeBIT and emphasised NSW's position as the leading ICT state in Australia.

"We are delighted to announce that CeBIT Australia 2017 will take place from 23 - 25 May 2017 at the new International Convention Centre Sydney. This new world class venue is easily accessible and ideal for those joining from overseas. It will ensure maximum value is garnered for exhibitors to showcase their products and we look forward to delivering another spectacular event," concluded Mr Stockbridge.

CeBIT Australia finishes up today, hosting PitchFest as the final session from 12:30pm where 11 start-ups will pitch their business ideas to two renowned judges, Steve Baxter, Founder, River City Labs and Shark, Shark Tank Australia, and Karen Borg, CEO, Jobs for NSW.

Over CeBIT's three days, thousands of visitors connected across 10 diverse conference streams and 12 showfloor theatre sessions, as industry experts shared insights from various industries including FinTech, Cloud Technology, Big Data and Analytics, Digital Marketing and Start-ups.

Over CeBIT's three days, thousands of visitors connected on the exhibition floor, and learnt from 10 diverse conference streams, where industry experts shared their insights on industries including FinTech, Cloud, Big Data & Analytics, Digital Marketing, Internet of Things and Start-ups.

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.

OFFICIAL PARTNER



MAKING IT HAPPEN

SUPPORTING PARTNER





Shaping the Business Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

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.

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

OFFICIAL PARTNER



MAKING IT HAPPEN

SUPPORTING PARTNER





Shaping the Business Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

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

