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CeBIT 2016 Conference Program Announced

CeBIT Australia – Asia Pacific’s largest and longest running business technology event, has released this year’s conference programs. Consisting of ten different streams, including *Digital Marketing, Security, Mobility, Fintech, Cloud, Big Data and Analytics, eGovernment, eHealth, Internet of Things (IoT) and Unified Communications (UC)*, this year’s offering will spark interest from across the business technology community.

Harvey Stockbridge, Managing Director of Hannover Fairs Australia, organisers of CeBIT Australia, explained the program provides delegates with the tools to make their mark on the business technology landscape.

“The comprehensive seminar programs feature over 100 international and local thought leaders from leading household brands through to international conglomerates. Our goal is to connect the experts, who are constantly challenging and pushing the technology frontier, with our delegates; immersing them in best-practice case studies, global statistics and solutions to those critical issues facing the business technology industry.

“I have no doubt that this year’s program offering will inspire, prompt intrigue, and start transformative conversations within the Australian business community. In addition, the CeBIT exhibition will feature 16 zones and four Showfloor Theatres which will only enhance our visitor’s unique learning experience,” said Mr Stockbridge.

Highlight speakers include:

Steve Sammartino – An expert on the digital revolution and disruptive technologies, is opening the *Digital Marketing Conference*. With the launch of a Lego space shuttle into the stratosphere just one of the many ventures Sammartino has participated in to date, he believes we’re in an age where you can do cool things just because they’re cool. Technology has democratised so much, whereby people with good ideas that are countries apart, can find each other, ‘do cool stuff’ and challenge what the world can look like in five to ten years’ time.

Ken Gallacher – Director of Technology, and **Tony Silva** - Head Technology Architecture & Development at the **Australian Broadcasting Corporation (ABC)** will be speaking at the *Cloud Conference* about how there is no silver bullet with the cloud and the digital workplace.

Dramatic transformation within the financial technology sector is brewing. The exploding number of new entrants, coupled with the established players investing time and money on innovation,

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proves the importance of this battleground. **Louise Long**, Chief Information Officer at **NAB Labs** will present on delivering customer centric products at the *Fintech Conference*.

Dr Stefan Hajkowicz – Futures Researcher & Principal Scientist at **CSIRO** will provide a keynote about global megatrends.

Rocky Scopelliti – Global Industry Executive – Banking, Finance & Insurance at Telstra Global Enterprise Services, is **Telstra's** global industry thought leader. Speaking at the *Mobility Conference*, Scopelliti will unveil what app features matter in a mobile first world and how to engender greater trust with customers through mobile.

Speaking at the *Fintech Conference*, **Andrew Rothwell** (CEO of Tyro), **Dr Andreas Furche** (CEO of Capital Markets Technology), **Dr David Snowden** (Co-Founder of Metamako) and **Alan Jones** (Startup Evangelist, Blue Chilli) will partake in a panel discussion about fostering growth, innovation and collaboration in the financial technology sector.

Lynwen Connick – First Assistant Secretary, Cyber Policy and Intelligence Division, **Department of Prime Minister and Cabinet**, will be speaking at the *Security Conference*. As key advisor to Prime Minister Malcolm Turnbull, Connick will be sharing the Government's new Cyber Security Strategy.

Pieter van der Merwe – Chief Information Security Officer (CISO) at **Woolworths**, will be speaking at the *Cloud Conference* discussing the risk factors in 'shared computer services' and examine the exposure of highly critical/sensitive IT assets to 'untrusted' environments and their weaknesses.

Luc Hennekens – Chief Information Officer at **QANTAS**, speaking at the *Commercialising Big Data and Analytics Conference*, will talk about the impact of digital disruption in the travel industry.

Paul Briggs – CIO for **Eagle Boys**, with the use of case studies will analyse digital disruption and its relation to big data at the *Commercialising Big Data and Analytics Conference*.

Mark Sheppard – Chief Innovation Officer at **GE Australia**, will be speaking at the *IoT Conference* about *The Industrial Internet: Intelligent machines, big data and the next industrial era*.

Rob James – Director of IT at **William Hill Australia**, will discuss how to disrupt the gaming industry through innovation at the *Mobility Conference*.

Miles Ashton – Head of Technology, Direct to Consumer at **Coca-Cola Amatil**, will be speaking at the *IoT Conference* about smart supply, using real-time data to ensure streamlined efficiencies in product delivery.

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Dr Suresh Hughenahally – Chief Information Science Officer at the **VIC Dept Economic Development, Jobs, Transport and Resources**, will be taking part in an engaging panel session at the *Mobility Conference*, discussing how to implement a holistic enterprise mobility strategy and maximise return on investment.

Asaf Ahmad – CISO at **NSW Fire Brigades**, will examine how mobile technologies are transforming the way agencies, like the NSW Fire Brigades, fulfil their mission to provide anywhere, anytime access to resources that can enable those in the field to do their jobs more effectively at the *Cyber Security Conference*.

The full conference program is available here: <http://www.cebit.com.au/program>

Tickets can be purchased via: www.cebit.com.au/register/

CeBIT Australia will take place 2 - 4 May 2016 at Sydney Olympic Park, Homebush.

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Interviews with conference speakers and Harvey Stockbridge, Managing Director of Hannover Fairs Australia, and high res images are available on request.

Media passes to attend CeBIT Australia 2016 are also available upon request. Please contact the Zadro team on cebit@zadroagency.com.au for more information.

About CeBIT Australia:

2 - 4 May 2016, Sydney Olympic Park

CeBIT Australia – shaping the business technology landscape. www.cebit.com.au

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CeBIT is a forward looking connected community – 365 days a year

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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.

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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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