

Media release: 1 May 2017

## **The Fourth Industrial Revolution (4IR) in focus as CeBIT Australia announces final keynote speakers**

Global leader on the impact of the Fourth Industrial Revolution, Nicholas Davis from the World Economic Forum, Geneva will reveal how emerging technologies are redefining the values of technological development by having a direct impact on human values via his keynote presentation at CeBIT Australia 2017, Asia Pacific's largest business technology event to be held in Sydney in May.

He will be joined by an esteemed line-up of keynote speakers from WIRED Magazine, Futurum and the Sydney School of Entrepreneurship as they share the latest thinking on the Internet of Things (IoT), entrepreneurship and digital transformation.

Other keynotes include **Greg Williams**, Executive Editor, WIRED Magazine; **Nick Kaye**, CEO, Sydney School of Entrepreneurship; **Daniel Newman**, Principle Analyst and Founding Partner, Futurum Research and Broadsuite Media Group, and **Naomi Simson**, Founding Director, RedBalloon and Redii.com.

International thought-leader Nicholas Davis will share the World Economic Forum's latest insights on the Fourth Industrial Revolution (4IR) including how emerging technologies will disrupt industries, labour markets, societies and governments. He will also focus on how technology can be used to empower communities to create a human-centred future, where our cultural values, ideals and standard of living remain central to development.

"The world is open to learning, to changing outcomes and to truly empowering people. The Fourth Industrial Revolution has the potential to possibly disrupt the institutions we know today, but could also improve quality of life. We have the ability to redefine how technology and human collaboration challenges what it means to be human, what it means to work and live in our societies.

"Of course we will face the negative externalities, but we need to focus on seeing the future as systems not technologies, as empowering not depowering, by designing a purpose that is embedded in the heart of our society that can benefit the masses," said Davis.

Also presenting is leading authority on technology trends and how they impact business and society Greg Williams, Executive Editor of WIRED Magazine. He will share insights into how executives and businesses can understand the impact of technology changes and implement agile strategies to remain relevant in their business landscape.

"I'm looking forward to sharing my insights and experiences at CeBIT Australia, delving into how staying ahead of the curve and understanding the strategies businesses have

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implemented to stay abreast of the continuously changing industry and world, while facing the challenges head-on in this transformative era,” said Williams.

CeBIT Australia’s seven international keynote speakers include:

- [Eugene Kaspersky](#), Chairman and CEO, Kaspersky Lab
- [Dennis Andrucyk](#), Deputy Associate Administrator, Space Technology Mission Directorate, NASA
- [Randi Zuckerberg](#), Founder and CEO of Zuckerberg Media
- [Nicholas Davis](#), Head of Society and Innovation, Member of the Executive Committee, World Economic Forum Geneva
- [Greg Williams](#), Executive Editor, WIRED Magazine
- [Daniel Newman](#), Principal Analyst and Founding Partner, Futurum and author Building Dragons
- [Nick Kaye](#), CEO, Sydney School of Entrepreneurship
- [Naomi Simson](#), Founding Director RedBalloon, Redii; and 'Shark from Shark Tank'

Over three days, CeBIT Australia offers the opportunity to hear from the world’s elite, and the ability to connect with thousands of visitors from Australia’s top companies as well as over 350 exhibitors including 100 disruptive start-up innovators.

CeBIT Australia, 23 – 25 May 2017 will be held for the first time at the International Convention Centre Sydney, Darling Harbour.

[www.cebital.com.au](http://www.cebital.com.au) | <http://www.cebital.com.au/program/>

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**Media Pass registration:**

Secure your media pass to CeBIT Australia now by emailing name, position and publication/s title to [cebital@zadroagency.com.au](mailto:cebital@zadroagency.com.au)

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**Images:**

1. Nicholas Davis, Head of Society and Innovation, Member of the Executive Committee, World Economic Forum, Geneva ([download](#))



2. Greg Williams, Executive Editor – WIRED Magazine ([download](#))



3. Nick Kaye, CEO, Sydney School of Entrepreneurship ([download](#))



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4. Naomi Simson, Founding Director RedBalloon, Redii; and 'Shark from Shark Tank'  
([download](#))



5. Daniel Newman, Principle Analyst and Founding Partner, Futurum Research and Broadsuite Media Group



6. Images from CeBIT 2016 ([download hi-res](#))



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**Notes to Editors:**

- Register your interest for a media pass to VIP event [CeBIT Black](#) by emailing [cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au)
- CeBIT Australia online media room: <http://www.cebit.com.au/who-are-you/press>

**Interviews are available with:**

- CeBIT Australia keynote speakers, including:
  - **Eugene Kaspersky**, Chairman and CEO, Kaspersky Lab
  - **Dennis Andrucyk**, Deputy Associate Administrator, Space Technology Mission Directorate, NASA
  - **Randi Zuckerberg**, Founder and CEO of Zuckerberg Media
  - **Greg Williams**, Executive Editor – WIRED Magazine
  - **Nicholas Davis**, Head of Society and Innovation, Member of the Executive Committee, World Economic Forum Geneva
  - **Daniel Newman**, Principal Analyst and Founding Partner, Futurum and author Building Dragons
  - **Nick Kaye**, CEO, Sydney School of Entrepreneurship
  - **Naomi Simson**, Founding Director RedBalloon, Redii; and 'Shark from Shark Tank'
- All conference and strategic panel speakers
- Harvey Stockbridge, Managing Director, Hannover Fairs Australia

**About CeBIT Australia:****23 – 25 May 2017, International Convention Centre Sydney**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.** It is a forward-looking connected community. CeBIT Australia offers an independent network of business technology solutions that transform the way Australians do business. CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of the business problem, there will be a solution at CeBIT.

**CeBIT Australia showcases the innovation of NSW.** 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 2017.**  
**CeBIT's supporting partner is the City of Sydney.**

**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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