

Media release: 15 May 2017

International technology leaders to converge on Sydney for CeBIT Australia

An impressive line-up of technology companies from 34 countries will showcase their innovations at CeBIT Australia, Asia Pacific's largest and longest running business technology event. Seven International Pavilions will feature over 60 companies from Germany, Philippines, Sri Lanka, Indonesia, Taiwan, Pakistan and Jiangsu Province, China.

As the conference marks its 16th year, the international presence at CeBIT Australia continues to grow as a result of NSW's reputation as the regional hub for business technology and innovation, providing the opportunity for international companies to showcase technology advancements in Australia.

Harvey Stockbridge, Managing Director of Hannover Fairs Australia, organisers of CeBIT Australia, recognised the pivotal role the conference and exhibition plays in promoting cutting-edge innovations from across Asia Pacific to an international market.

"CeBIT Australia is a truly international event, connecting exhibitors from 34 countries, including seven International Pavilions, to enterprise, government and SME technology leaders from across the Asia Pacific, while also creating a platform to showcase the best of Australian innovation to an international audience," said Mr Stockbridge.

NSW Minister for Trade and Industry, Niall Blair, said: "People throw around words like innovation a lot, but CeBIT Australia really is the place to be if you are an innovative, technology-focused business. NSW has worked hard to be the location of choice for technology companies wanting to access the Asia Pacific. The number and range of nations represented at this year's CeBIT reinforces our role as the gateway to the region."

Exhibiting for the first time, Sri Lanka's International Pavilion will showcase eight companies including Onsbay, the world's first service brokering platform where consumers and service providers meet. The latest technology from Germany, one of the world's premier technology regions, will feature Kontron, a global leader in embedded computing and new innovations from Goodsons Imports, the leading distributor of retail point of sale (POS) systems. The IT & Business Process Association of the Philippines (IBPAP) will showcase Acquire, winner of CeBIT 2016 Australia Business Technology Award for Service Distinction, while the Taiwan Excellence Pavilion will feature 42 innovative products from 15 notable Taiwan Excellence Award-winning companies, recognised for delivering products that achieve both innovation and value for businesses.

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Over three days, CeBIT Australia offers thousands of technology representatives from Australia's top companies the opportunity to hear from the world's elite, and connect with over 350 exhibitors from more than 34 countries.

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

www.cebit.com.au

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Images:

1. Niall Blair, NSW Minister for Trade and Industry ([download hi-res](#))



2. Harvey Stockbridge, Managing Director of Hannover Fairs Australia ([download hi-res](#))

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Shaping the Business
Technology Landscape

23-25 MAY 2017
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3. Images from CeBIT 2016 ([download hi-res](#))



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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

Notes to Editors:

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

Interviews are available with:

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

International Pavilions showcasing at CeBIT Australia 2017:

1. Germany
2. Jiangsu Province, China
3. Pakistan
4. Philippines
5. Sri Lanka
6. Taiwan
7. Indonesia

34 Countries showcasing at CeBIT Australia:

1. Afghanistan
2. Bangladesh
3. Brazil
4. Canada
5. China
6. Fiji
7. France
8. Germany

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9. Hong Kong
10. Hungary
11. India
12. Indonesia
13. Iran, Islamic Republic of
14. Iraq
15. Ireland
16. Japan
17. Kenya
18. Korea, Republic of
19. Martinique
20. Mexico
21. Mongolia
22. Nepal
23. New Zealand
24. Pakistan
25. Philippines
26. Saudi Arabia
27. Singapore
28. Sri Lanka
29. Taiwan
30. Tonga
31. United Arab Emirates
32. United Kingdom
33. United States
34. Vietnam

About CeBIT Australia:**23 – 25 May 2017, International Convention Centre Sydney**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. 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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