

Media release: 23 May 2017

CeBIT Australia 2017 opens back at ICC Sydney

Thousands welcomed on day one with the very best on show from cybersecurity, cloud and big data analytics

The largest and longest running business technology event in Asia Pacific, CeBIT Australia, kicked off today, enticing leading minds into conversations about shaping the future of the business technology landscape, including leaders from the NSW Government.

The Hon. Victor Dominello, MP, NSW Minister for Finance, Services and Property released the NSW Government's Digital Strategy outlining the vision he has for transforming the way NSW citizens receive services from the state government and the value of real-time technologies.

Minister Dominello identified the enablers of the Digital Strategy as Technology, Cyber Security, Legislation and Regulation and Delivery Capability. However, it was the culture of governments that Minister Dominello wanted to see the most change in.

"In two years, I'd like to see a shift in the culture of how government does its work. That's the hard part. We need to make change and demonstrate the proof of our new initiatives to really make a significant change," said Mr Dominello.

Dennis Andrucyk, Deputy Associate Administrator, Science Mission Directorate, NASA said in his opening keynote that exploring outer space with new technologies, processes and methods benefits the global science community. Dennis adds, "I am thrilled to be a part of CeBIT Australia to share NASA's role in these pursuits."

Over 75 start-ups are featured on CeBIT Australia's exhibition floor showcasing new tech innovations including driverless pods, hand-gesture screen technology, holographic displays, car emergency call out software and digital cyber defence software that thinks like the human brain.

Start-ups on the NSW Government stand included ICT International a revolutionising device for the agricultural industry enabling for better global research outcomes in soil, trees and environmental monitoring.

Matt Kean MP, NSW Minister for Innovation said: "People often say government involvement stifles innovation, but nothing could be further from the truth in NSW. Our state has the largest technology sector and highest number of technology start-ups in Australia and we'll be showing our best of both on the NSW stand, and in the Startup Zone. CeBIT has certainly delivered on its reputation for showcasing the best in technology and innovation."

CeBIT Australia, continues tomorrow and Thursday, 24-25 May, at International Convention Centre Sydney, Darling Harbour. Register for CeBIT Australia: <http://www.cebit.com.au/register>

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Images:

1. The Hon. Victor Dominello, MP, NSW Minister for Finance, Services and Property
- 2.



3. Dennis Andrucyk, Deputy Associate Administrator, Space Technology Mission Directorate, NASA



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4. The Hon. Matt Kean, MP, NSW Minister for Innovation and Better Regulation



5. Images from the showfloor 2017

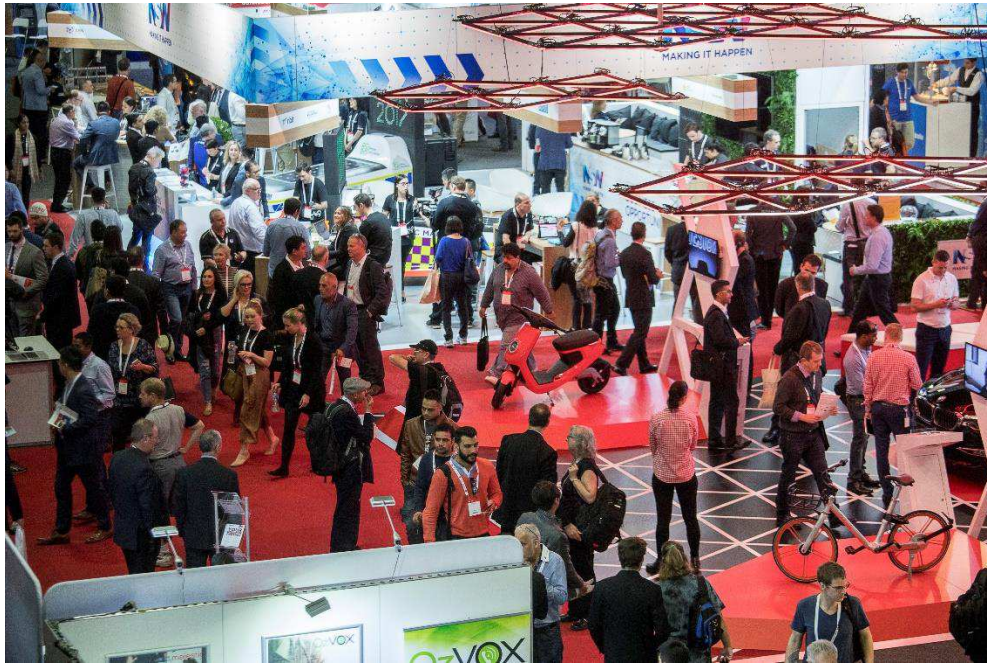


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Notes to Editors:

- Media passes to attend CeBIT Australia 2017 are available upon request. Please email cebit@zadroagency.com.au with your name, position and publication/s

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CeBIT Australia Media Centre:

The Media Centre is located at the back of Hall 2 in the CeBIT Australia exhibition and will be manned Zadro representatives.

CeBIT Australia Conference Room:

The Conference Room is located within the Main Foyer, on the ground floor of convention centre, adjacent to Speakers Preparation Centre. Please contact elle@zadroagency.com.au for more details on CeBIT Australia press conferences.

About CeBIT Australia:

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Shaping the Business
Technology Landscape

23-25 MAY 2017
ICC Sydney | www.cebital.com.au

23 – 25 May 2017, International Convention Centre Sydney

CeBIT Australia – shaping the business technology landscape. www.cebital.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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