

The Future of Business Technology

15-17 MAY 2018
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World-renowned keynote speakers present new thinking at CeBIT Australia 2018

For the 17th year running, leading international speakers will descend on Sydney for CeBIT Australia, Asia Pacific's largest and longest running business technology conference and exhibition, at the International Convention Centre Sydney (ICC Sydney) in May 2018.

With new technologies emerging faster than ever before, the esteemed line-up of world-class speakers will explore ideas shaping the future of business technology, including Artificial Intelligence (AI), cyber threat intelligence and security, Industrial Internet of Things (IIoT), big data plus digital and social influencer marketing.

Global thought leaders confirmed to speak at CeBIT Australia 2018 include:

- **Rob Wainwright, Executive Director, Europol (NED)** – a world-leading security intelligence expert, pioneering the use of data and technology within Europol, Europe's primary intelligence-sharing and operational coordination centre, a world-class security institution and major innovator in the global security community.
- **Tamara McCleary, founder and CEO, Thulium (USA)** – an IBM futurist and internationally recognised leader who maximises the impact of technology across branding, influence and social business. Thulium is an Influencer Marketing Agency, that utilises social data and analytics to meticulously track progress and goal achievement for B2B, Enterprise and Government. McCleary is ranked by Klear in the top 1% of Social Media Influencers.
- **Hiroshi Saijou, CEO and Managing Director, Yamaha Motor Ventures & Laboratory Silicon Valley (YMVSV) (USA)** – prominent Silicon Valley investor, Saijou founded YMVSV in 2015 and leads Yamaha's exploratory efforts to identify and accelerate teams driving disruptive change across automation and connectivity, IIoT, robotics and electric cars.
- **Liesl Yearsley, CEO, Akin (USA)** – a world-leading inventor of applied AI solutions, Yearsley is the founder and CEO of Akin, a pioneering organisation using cognitive neurosciences and human-learning theory to refine AI and machine-learning innovations.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia – organisers of CeBIT Australia, said the evolving business technology landscape and innovation needs of Australia's enterprise organisations influenced the choice of international speakers secured for the event.

"As the business technology landscape evolves at an exponential rate, CeBIT Australia is proud to bring the leading minds of Industry 4.0 innovation to Sydney, sharing their insights with business decision makers from across Asia Pacific.

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“CeBIT Australia provides a fantastic platform to lead the discussion around the latest innovative technologies and engage with industry leaders in AI, IIoT, digital marketing and start-up innovation and acceleration,” said Stockbridge.

NSW Minister for Trade and Industry, Niall Blair said the NSW Government is the official partner of CeBIT Australia 2018 in recognition of NSW’s role as Australia’s ICT capital.

“The NSW Government is proud to once again support CeBIT Australia which is the premier business technology event across Asia Pacific.

“CeBIT Australia will attract the brightest technology minds from around the globe and allow NSW to showcase the best ideas and innovations behind our evolving business technology sector, from start-ups to innovation leaders.

“The NSW Government will have a prominent presence at CeBIT to provide information about its support for technology start-ups, businesses, and initiatives, while promoting NSW as a great place to work, innovate, and invest,” said Mr Blair.

Across three days, CeBIT Australia will offer opportunities to hear from the world’s elite, interact first-hand with the latest innovations, speak with over 350 exhibitors and 100 disruptive start-up innovators, and connect with thousands of visitors from Australia’s top companies.

The 17th annual CeBIT Australia conference and exhibition will return to ICC Sydney, Tuesday, 15 – Thursday, 17 May 2018.

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Images:

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



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



Hi-res photos from CeBIT Australia can be found at [CeBIT Australia's Flickr](#) page. Royalty free.

For further information please contact:

Zadro

Elle Stewart, Account Manager | elle@zadroagency.com.au
+61 2 9212 7867 | +61 410 127 522

Jessica McLean, Senior Account Coordinator | jessica@zadroagency.com.au
+61 2 9212 7867 | +61 400 433 182

Notes to Editors:

- Interviews with keynote speakers are available on request.
- Media passes available - email your name, position and publication/s title to cebit@zadroagency.com.au
- CeBIT Australia online media room: <http://www.cebit.com.au/who-are-you/press>

About CeBIT Australia:

15-17 May 2018, International Convention Centre Sydney

CeBIT Australia – the future of business technology. www.cebit.com.au

CeBIT Australia is Asia Pacific's largest and longest running B2B technology exhibition and conference, celebrating its seventeenth year in 2018. The event has truly cemented its position as the business technology event for the region, attracting thousands of technology professionals from Government enterprise, SMEs and start-ups. It 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 business problem, there will be a solution at CeBIT Australia.

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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.

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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