

Media release: 9 May 2017

Future looking: Commonwealth Bank and Accenture connect the tech community with businesses

C-suite executives and digital leaders from Australia's prominent enterprise and government organisations will come together to support the industry and community at CeBIT Black this month. The invite-only event, sponsored by Commonwealth Bank and Accenture, is part of CeBIT Australia, Asia Pacific's largest and longest running business technology conference.

Held at Doltone House, Jones Bay Wharf, Sydney the exclusive event offers unique engagement opportunities for senior level attendees from the business technology community.

Nick Aronson, Managing Director, Institutional Banking & Markets at Commonwealth Bank commented on the partnership and the value CeBIT Black provides the business technology community.

"The Commonwealth Bank is proud to sponsor CeBIT Black in 2017. We are encouraged by the continuing work of this network which enables the coming together of c-suite executives, digital pioneers and visionary leaders to discuss what the future of business technology will look like, and how it will impact our organisations," said Mr Aronson.

Morris Miselowski, an in-demand global Business Futurist and thought provocateur, will share his insights into the changes and challenges that businesses are expected to face over the next decade.

Hailed as 'the secret weapon to future-proofing your business,' Mr Miselowski utilises more than three decades of experience, successes and insights to make incredibly adept judgments on how business, technology and social landscapes may evolve amidst a world of information-abundance.

The event will be emceed by popular media personality Adam Spencer, with Mr Aronson delivering the keynote presentation.

Michael Orman, Managing Director within Accenture Australia's Financial Services practice, recognised the unique platform CeBIT Black provides enterprise business leaders, and the influence connections made at the event could have on the future of business technology.

"Accenture is honoured to be involved with an event which is the launchpad for conversations that could alter the future of how businesses integrate technology and accelerate innovation across our region," said Mr Orman.

OFFICIAL PARTNER



MAKING IT HAPPEN

SUPPORTING PARTNER



CeBIT Black will raise money to support The Smith Family Australia through a silent auction, with funds assisting our nation's leading charity that helps disadvantaged youth succeed at school, so they can create better futures for themselves.

CeBIT Black will be held on Tuesday, 23 May 2017 at Doltone House Jones Bay Wharf Sydney, as part of CeBIT Australia 23 – 25 May 2017, held for the first time at the International Convention Centre Sydney, Darling Harbour.

<http://www.cebit.com.au/networking/>

-ends-

Images

1. Images from CeBIT Black 2016 ([download](#))



OFFICIAL PARTNER



MAKING IT HAPPEN

SUPPORTING PARTNER





Deutsche Messe



Shaping the Business
Technology Landscape

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



For further information please contact:

Zadro

Elle Stewart, Account Manager

+61 2 9212 7867 | +61 410 127 522 | elle@zadroagency.com.au

Jessica McLean, Account Coordinator

+61 2 9212 7867 | jessica@zadroagency.com.au

OFFICIAL PARTNER



MAKING IT HAPPEN

SUPPORTING PARTNER



Notes to Editors:

- Register your interest for a media pass to CeBIT Black by emailing cebital@zadroagency.com.au
- Secure your media pass to CeBIT Australia now by emailing name, position and publication/s title to cebital@zadroagency.com.au
- CeBIT Australia 2017 program: <http://www.cebital.com.au/program>
- CeBIT Australia online media room: <http://www.cebital.com.au/who-are-you/press>

Interviews available with:

- Nick Aronson, Managing Director, Institutional Banking & Markets at Commonwealth Bank
- Harvey Stockbridge, Managing Director, Hannover Fairs Australia
- CeBIT Australia keynote speakers:
 1. **Eugene Kaspersky**, co-founder and CEO, Kaspersky Lab
 2. **Dennis Andrucyk**, Acting Chief Technologist and Deputy Associate Administrator, 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, Naomi Simson**, Founding Director, RedBalloon and Redii.com; and 'Shark from Shark Tank'

About CeBIT Australia:**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.

OFFICIAL PARTNER

**MAKING IT HAPPEN**

SUPPORTING PARTNER





**Shaping the Business
Technology Landscape**

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

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.

OFFICIAL PARTNER



MAKING IT HAPPEN

SUPPORTING PARTNER

