

Cybersecurity visionary Eugene Kaspersky announced for CeBIT 2017

Eugene Kaspersky, Chairman and CEO of global security vendor Kaspersky Lab, and world-leading cybersecurity expert will present at CeBIT Australia, 23 – 25 May 2017, the first of six keynote speakers to be announced.

Mr Kaspersky co-founded Kaspersky Lab in 1997, an entity which today has one of the most comprehensive antivirus databases in the world, protecting systems from more than 100 million malicious programs and defending organisations from over 300,000 cyber-attacks globally each day.

Recognised as one of the world's foremost authorities on cyber security, Mr Kaspersky is coming from Russia to visit Australia to speak at CeBIT, the largest business technology event in the Asia-Pacific region.

Commenting on his upcoming presentation, Mr Kaspersky said: "With cybersecurity one of the primary threats to businesses in the 21st century, I'm thrilled to be able to share my insights on the current and future state of cybersecurity at CeBIT Australia in 2017.

"Cyberthreats to business, government and individuals continue to evolve, and it's imperative Australian businesses are prepared in the face of the growing threat of cybercrime. As digital hyper-connectivity continues to grow and usher the Internet of Things into the mainstream, it's important organisations are equipped for all possible scenarios."

CERT Australia reported in 2015-16, the national computer emergency response team responded to 14,804 cybersecurity incidents involving Australian businesses, including 408 that targeted critical infrastructure systems of national importance. Mr Kaspersky will provide insight into the future trends of cybercrime and how businesses can protect themselves.

With the Australian Government recently releasing the long awaited Cyber Security Strategy in April 2016, which provided strong direction and legislation together with \$254 million in funding to improve defences of government, industry and individuals; this is an extremely hot topic for both the public and private sector.

Over three days, CeBIT Australia will offer opportunities 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 and 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.

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Images

1. Eugene Kaspersky, Chairman and CEO of Kaspersky Lab



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Notes to Editors:

- Interviews with Eugene Kaspersky, Chairman and CEO of Kaspersky Lab are available before, during and after CeBIT 2017, upon request via the media contacts above
- Interviews with Harvey Stockbridge, Managing Director, Hannover Fairs Australia are also available upon request

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

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 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.

About Kaspersky Lab:

Kaspersky Lab is a global cybersecurity company founded in 1997. Kaspersky Lab's deep threat intelligence and security expertise is constantly transforming into security solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. The company's comprehensive security portfolio includes leading endpoint protection and a number

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of specialized security solutions and services to fight sophisticated and evolving digital threats. Over 400 million users are protected by Kaspersky Lab technologies and we help 270,000 corporate clients protect what matters most to them.

Learn more at <http://www.kaspersky.com> and <http://www.kaspersky.com.au>.

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