

Media release: 23 November 2016

CeBIT Australia announces cutting edge 2017 conference program

CeBIT Australia, the Asia Pacific's largest and longest running business technology event, today launches the 2017 conference program, encompassing 8 dedicated conferences with over 170 expert speakers. CeBIT 2017 will also include an exhibition showcasing 350 of the latest and greatest technology suppliers.

Six visionaries will keynote across the three-day conference, the first announced as Eugene Kaspersky, the fascinating co-founder and CEO of Kaspersky Lab, who will discuss the future of cybersecurity in a world where device hyper-connectivity continues to increase.

Eight conference streams will delve into current industry trends and challenges facing businesses and business leaders, across *Cloud, Big Data and Analytics, Cybersecurity, FinTech, Enterprise Mobility, eGovernment, Digital Health and StartUps*.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia, organisers of CeBIT Australia, explained what the CeBIT 2017 program offers the Asia Pacific's business leaders.

"CeBIT 2017 provides an independent platform for national and international thought leaders to share premier business technology research, insights, case studies and opinions. The eight concurrent conferences dive into key issues facing businesses today, from finding the value in big data, to securing businesses against the recent escalation in cybercrime, to seizing opportunities for Australian FinTech companies and future-proofing businesses against continued threats of mobility solutions, plus many more.

"Competition in the business environment has never been more intense so it is critical leaders learn about the current environment including all opportunities and threats to effectively plan for the future. CeBIT offers unrivalled education for all levels of business, from enterprise, SMEs and start-ups," said Mr Stockbridge.

Speakers at CeBIT 2017 will include Alastair MacGibbon, Special Adviser to the Prime Minister on Cyber Security, Department of Prime Minister and Cabinet; Sophie Gilder, Head of Blockchain, Commonwealth Bank of Australia; Dr Peter Lawrence, Chief Information Officer, Department of Defence; Joe Rogalski, Director, Architecture and Process, Lion; Dr Lesley Seebeck, Deputy Director Information Systems and Services & CIO, Bureau of Meteorology; Angela Coble, Director Business Technology (CIO) Medical Devices, Johnson & Johnson; Dr Carolyn Patteson, Executive Manager, CERT Australia; Katherine Squire, General Manager, Application Development & DevOps, ASX; Dr Sam Robertson, Senior Research Fellow,

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Western Bulldogs Football Club and Greg Gale, National Security Officer, Microsoft, and many more.

2017 will see the return of key networking events including a welcome party, CeBIT Black - an invite-only VIP evening for senior-level enterprise and government technology professionals and the International Cycling Executives (ICE) Breakfast with the Bunch.

CeBIT Australia will offer wide-ranging opportunities to hear from over 170 expert speakers, and connect with thousands of visitors from Australia's top companies as well as over 350 exhibitors including 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.

www.cebit.com.au

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Images

1. Harvey Stockbridge, Managing Director, Hannover Fairs Australia, organisers of CeBIT Australia



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2. Images from CeBIT Australia 2016



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Shaping the Business Technology Landscape

23-25 MAY 2017

ICC Sydney | www.cebit.com.au

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

Interviews available with:

- Harvey Stockbridge, Managing Director, Hannover Fairs Australia
- Eugene Kaspersky, Chairman and CEO of Kaspersky Lab
- All conference speakers

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.

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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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