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The Future of Business Technology

15-17 MAY 2018

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SMART-DATA AND SMART-CLOUD TO TRANSFORM DIGITAL SECURITY AND COMPLIANCE

Experts to discuss the responsibilities, policies, and protections of IoT and AI-machine learning innovations within cloud and big data technology at CeBIT Australia

The intersection of advanced Internet of Things (IoT) and Artificial Intelligence (AI) within Big Data and the Cloud is transforming how technology is interacting and supporting business and enterprise – creating smart-data and smart-cloud systems causing a knock-on impact with regulatory and legal ramifications.

Local and international experts will converge on Sydney for CeBIT Australia in May, to share insights into smart solutions for digital transformation, customer-centric applications and intelligence opportunities – and what they mean for the future of businesses and regulatory reforms during two data streams, *Big Data & Analytics* and *Cloud*.

Winston Chew, Director – Regional Information Security Officer at GSK Singapore, who will deliver the keynote address at the *Cloud Conference*, commented on how leveraging smart-cloud intelligence opens opportunities for better business performance.

“With the convergence of new technologies, AI and IoT are playing major roles in automated decision systems on the cloud. The future challenge becomes how we create smart solutions to adapt new technology to remain agile and customer focused, while maximising the intelligence and adhering to security, privacy and regulation laws.

“The question business and enterprise technology leaders will need to ask going forward is ‘how smart is my cloud and how is it turbocharging our digital transformation journey?’” said Mr Chew.

Recognising the need to balance risk and usability within cloud technology, **Anthony Wong, Immediate Past President of ACS, and CEO, AGW Lawyers & Consultants**, said law and policy makers need to mitigate the repercussions of these advanced technologies on the public including on the accountabilities and responsibilities of virtual and human actors.

“As our reliance on cloud technology continues to increase, we need to understand the potential dark side and ramifications. As AI-enabled IoT devices interact, communicate and facilitate transactions over the cloud, it is expected that decision points will move closer to data collection and the users – adding to the complexity of the legal compliance around privacy and liability.

“For example, the wider implications of these growing technologies call into question the very nature of our transactional economy – can cloud technology withstand the integrity of smart transactions between machine intelligence and humans? And what are the legal ramifications when a machine-learning device makes the wrong call on your behalf?” said Mr Wong.

A keynote panel within the *Big Data and Analytics* stream, ‘**Building smart service through data, collaboration and IoT**’ will see commercial and government leaders discuss how data and smart services are changing the urban environment to benefit communities. Panellists will include Dorte Ekelund, *Principal Advisor – Smart Cities, SMEC*; Prakash Kuttikatt, *Head of*

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Business Intelligence and Data, **CBA**; Gemma Van Halderen, *First Assistant Secretary, Open Data Efficiencies – Data Sharing, Collection and Integration*, **Department of Prime Minister and Cabinet** and Ferhod Sarmed, *Data and Analytics Director*, **Amaysim**. The panel will be hosted by moderator Dr Ian Oppermann, Chief Data Scientist and CEO, **NSW Data Analytics Centre, NSW Treasury**.

CeBIT Australia is Asia Pacific's largest business technology conference and exhibition, offering opportunities to hear from the world's thought leaders, interact first-hand with the latest innovations and meet over 300 exhibitors and 100 disruptive start-up innovators.

CeBIT Australia will take place 15 - 17 May 2018 at the International Convention Centre Sydney, Darling Harbour.

The program overview is available: www.cebit.com.au/program/

To register visit: www.cebit.com.au/conference-registration/

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Images ([download hi-res](#))

1. Winston Chew, Director – Regional Information Security Officer at GSK Singapore ([download](#))



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- Anthony Wong, Immediate Past President, ACS, and CEO, AGW Lawyers & Consultants ([download](#))



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



- Images from CeBIT Australia 2017 ([download](#))

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Interviews available with:

- Interviews with all keynote and conference speakers will be considered on request
- Harvey Stockbridge, Managing Director, Hannover Fairs Australia

About CeBIT Australia:

15-17 May 2018, International Convention Centre Sydney

CeBIT Australia – The Future of Business Technology. www.cebital.com.au

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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.

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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