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**The Future of Business  
Technology**

15-17 MAY 2018

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Media Release: 18 April 2018

# Investing in our start-ups for the future of business

**The CeBIT Australia StartUp Conference and PitchFest 2018 will bring a fresh wave of innovative technology ideas to the showfloor**

The Australian start-up industry is growing with overseas investments totalling over US\$555 million<sup>i</sup> last year. NSW, the host state of CeBIT Australia, produces 44 percent<sup>ii</sup> of the nation's start-ups, and the recently opened Sydney Startup Hub in Sydney's CBD has been a landmark \$35 million government investment to ensure the start-up ecosystem continues to thrive.

A collaboration of resources between CeBIT Australia, the NSW Government, the Australian Computer Society and the Business Centre, will see more than 80 start-ups set to feature ingenious, new-wave technologies on the showfloor at CeBIT Australia from 15-17 May 2018.

The **NSW Government** will showcase the state's very latest tech talent leading the future of business, from engineers who merge artificial intelligence and machine learning creating biometric technologies, to industrial design for hi-tech devices in medical, agriculture, industry and consumer industries. The NSW Government-backed, Jobs for NSW, will also be showcasing 16 start-ups assisted through its support programs.

Acting Premier, The Hon. **John Barilaro, MP** said start-ups were accelerating innovation and generating jobs for the economy.

"Here in NSW, we're doing everything we can to create the right environment for people to have the confidence to launch and the support they need to give their start-up the best chance of success.

"Start-ups are the future of our economy and with the right backing they can develop and deliver new products and services that lead to jobs for the people of NSW and Australia.

"Our state is the nation's start-up capital and the NSW Government is proud to showcase the latest and best of our NSW start-ups at CeBIT Australia," said Mr Barilaro.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia commented on the new start-up exhibition zones on the showfloor.

"CeBIT Australia hosts the largest start-up showcase in Asia-Pacific. This year the CeBIT StartUp hub features a fantastic series of presentations on the FutureTech Stage. IoT, FinTech, AI and Machine Learning, and the start-up industry itself will all be covered by leading industry experts.

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“The StartUp Zone will feature three **StartUp Co-Working spaces**, a new feature for 2018 which allows start-ups the opportunity to meet new potential clients, business partners or investors, network and share ideas, and engage with VCs and angels on the showfloor,” said Mr Stockbridge.

The renowned [CeBIT StartUp Conference](#), on Thursday 17 May will deliver a series of inspirational sessions, where a host of experts will participate in panel discussions and presentations about the growth, challenges and opportunities for start-ups.

The StartUp Conference will begin with a presentation by Amadeus on ‘The Sweet Spot – why start-ups should target that 21st business problem,’ while the rest of the conference is made up of three panel discussions covering key questions of the start-up community:

- Demystifying VC’s – A frank chat about what actually happens at a venture capital firm
- Building a Global Business
- Accelerator / Incubator / Co-working hub “what you need to know” series

Following the StartUp Conference is CeBIT Australia’s highly successful **PitchFest** contest showcasing ten finalists, who’ll actively pitch their innovations and technologies to a panel of expert judges in front of an audience of fellow start-ups, investors and potential customers.

Previous winners of CeBIT Australia PitchFest have gone on to become multi-million-dollar, multinational companies. Previous winners include the [Look Who’s Charging](#) merchant database which helps Australians easily identify the merchants that charge to our credit cards, [NetHealth](#) which provides comprehensive software solutions for the medical industry, and the revolutionary [TouchOne Smartwatch Keyboard](#).

CeBIT Australia’s StartUp conference and PitchFest are free to attend. CeBIT PitchFest is one of Australia’s premier start-up launch pad platforms. This year’s finalists will be announced in early May.

For more information about the spotlight on start-ups at CeBIT Australia, visit:  
[www.cebit.com.au/startup-and-pitchfest/](http://www.cebit.com.au/startup-and-pitchfest/)

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Complimentary media passes are available to CeBIT Australia, please email  
[cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au)

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### Images:

1. New South Wales Acting Premier, John Barilaro, MP ([download hi-res](#))



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



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### 3. Images from CeBIT Australia 2017 ([download](#))



#### About CeBIT Australia:

**15-17 May 2018, International Convention Centre Sydney**

CeBIT Australia – The Future of Business Technology. [www.cebit.com.au](http://www.cebit.com.au)

**CeBIT Australia is the 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.

**The NSW Government is proud to be the Official Partner of CeBIT Australia 2018.**

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<sup>i</sup> <https://home.kpmg.com/au/en/home/media/press-releases/2018/01/us555m-invested-in-australian-startups-in-2017-kpmg-venture-pulse-17-jan-2018.html>

<sup>ii</sup> <https://www.startupmuster.com/reports/Startup-Muster-2017-Report.pdf>

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