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The Future of Business Technology

15-17 MAY 2018

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Media release: 21 March 2018

Who does Jack Ma choose to bring Alibaba's 'NASA' vision to life?

When Jack Ma, Founder and Executive Chairman of Alibaba Group announced the multinational conglomerate's 20-year plan to 'become the fifth largest economy in the world, serving two billion consumers, creating 100 million jobs and helping ten million companies profit' – it was clear that Alibaba needed to build strong leadership for its Research and Development capacity.

One person was right for the job.

Former Senior Principal Scientist at Amazon Go, **Xiaofeng Ren** was selected to spearhead the ambitious vision as Chief Scientist and Associate Dean, Machine Intelligence and Technology at Alibaba.

Announced as an international keynote speaker at CeBIT Australia 2018 in Sydney this May, Ren will share insights behind China's artificial intelligence (AI) ecosystem, provide a unique perspective on the emerging technologies being developed at Alibaba, and how they are set to impact the future of the organisation and the global retail landscape.

Ren commented on the impact of advanced AI technologies and continued investment into research and development ahead of his keynote presentation.

"The growth of AI technology is reshaping the future of business and our economy.

"At Alibaba, we have a vision to become the world's fifth largest economy within the next 20 years, an ambitious feat that will only be possible with long-term investment into advanced technological research and development. AI applications have the power to transform business, enabling consumers and businesses to improve productivity and efficiency.

"At Alibaba's DAMO Academy – we are proud to be focused on discovery, adventure, momentum and outlook, and it is innovations driven by these values that I look forward to sharing at CeBIT Australia," said Ren.

Joining Ren at CeBIT Australia will be **Jez Frampton**, former Global Chief Executive Officer, Interbrand and global expert on the anticipated impact of business automation on brands.

Frampton will share what the future of brands in an automated world will look like over the next 5-10 years, focusing on the impact AI and the Internet of Things (IoT) technologies will have on the human elements of business, cultural identity and how brands are built and perceived.

Niall Blair, NSW Minister for Trade and Industry said the CeBIT speaker and conference program continued to gather strength in the lead up to May ensuring strong learning opportunities for attending businesses and individuals.

"CeBIT Australia will not only be the Asia Pacific's biggest exhibition and marketplace for the latest business technologies but will be the international platform for the latest thought leadership," said Blair.

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Ren and Frampton join a stellar line up of previously announced international keynote speakers at CeBIT Australia 2018, including:

- **Greg Clark**, CEO, Symantec
- **Rob Wainwright**, Executive Director, Europol
- **Tamara McCleary**, CEO, Thulium
- **Liesl Yearsley**, CEO, Akin.com
- **Hiroshi Saijou**, CEO & Managing Director, Yamaha Motor Ventures & Laboratory Silicon Valley

CeBIT Australia, the largest and longest running business technology conference in the Asia Pacific, will take place 15-17 May 2018 at International Convention Centre Sydney, Darling Harbour.

cebit.com.au

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- CeBIT Australia online media room: <http://www.cebit.com.au/who-are-you/press>

Interviews available with:

- Interviews with Xiaofeng Ren, Chief Scientist and Associate Dean, Machine Intelligence and Technology at Alibaba will be available at CeBIT Australia. Place your interview request today.
- Interviews with Jez Frampton, former Global CEO, Interbrand will be available at CeBIT Australia. Place your interview request today.
- Interviews with all keynote and conference speakers will be considered on request
- Harvey Stockbridge, Managing Director, Hannover Fairs Australia

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

1. Xiaofeng Ren, Chief Scientist and Associate Dean, Machine Intelligence and Technology at Alibaba ([download](#))



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



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About CeBIT Australia:

15-17 May 2018, International Convention Centre Sydney

CeBIT Australia – The Future of Business Technology. 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.

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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