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The Future of Business Technology

15-17 MAY 2018

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The world's leading minds converge on Darling Harbour to discuss the future of business technology

CeBIT Australia, the largest and longest running business technology event in the Asia-Pacific region, kicked off today, attracting thousands of business leaders passionate about the role technology will play in their future success and bringing together the greatest minds to forecast the changing landscape of business.

Harvey Stockbridge, Managing Director, Hannover Fairs – organisers of CeBIT Australia, commented in his opening address, “over the next three days there will be some remarkable knowledge and ideas shared - amazing conversations held - and lifelong business relationships forged. CeBIT remains Australia’s largest business to business technology conference and exhibition, with over 300 exhibitors on the showfloor and 200 speakers, travelling from over 30 countries.”

The Hon. Victor Dominello, MP, NSW Minister for Finance, Services and Property, presented in the opening plenary, commenting on the growth of NSW as a powerhouse economic state, and how the NSW Government is achieving superior customer service through real time digital transformations.

“If NSW is strong then Australia is strong, and it is. We have a duty, if not an obligation, to remain forward thinking and innovative. Digital transformation is more than just the mere implementation of the technology, is it about planning a better city, improving health care, protecting the environment, generating real world outcomes,” said Mr Dominello.

Rob Wainwright, Former Executive Director, Europol, addressed in his keynote, the need to combat aggressive global security threats by leveraging collaborations between agencies. The power of cyber domain “data and technology are driving a new response to cybercrime and cyberterrorism today. Threats are dynamic and vary in scale, the key to our success is the way in which we use data collaboratively across agencies to identify how modern criminals and terrorists are operating.”

Keynote speakers Xiaofeng Ren, Chief Scientist and Associate Dean, Machine Intelligence and Technology, Alibaba and Liesl Yearsley, Chief Executive Officer, Akin.com spoke about the impact of AI to solve complex problems. Ms Yearsley stated, “Where the world is going is ‘Personal AI’, they live with us, understand us, we will force relationships with AI and we will hand over decisions to them over time.”

Joining over 80 start-ups on the CeBIT Australia exhibition showfloor, is FaceMe, a digital human platform, showcasing the next wave of digital employees, capable of responding to customer service enquiries with empathy and personalisation.

Nick Sokolich, VP Sales at FaceMe, and first-time exhibitor said the opening day of CeBIT Australia was a great success, “we look forward to the coming days of the exhibition,

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showcasing technology that transforms the customer experience in banking, telecommunications and government using conversational AI interactions enabled by the FaceMe platform.”

CeBIT Australia continues tomorrow and Thursday, 16-17 May, at the International Convention Centre Sydney, Darling Harbour. See what's on and register for CeBIT Australia: <http://www.cebitt.com.au>

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Complimentary media passes to CeBIT Australia are available, please email cebitt@zadroagency.com.au

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Images:

1. **The Hon. Victor Dominello**, MP, NSW Minister for Finance, Services and Property
2. Images from CeBIT Australia 2018 ([download images](#))
3. Images from CeBIT Australia 2018 ([download images](#))

About CeBIT Australia:

15-17 May 2018, International Convention Centre Sydney
CeBIT Australia – The Future of Business Technology. www.cebitt.com.au

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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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