



20 February 2019

VIRGIN GALACTIC COMMERCIAL DIRECTOR STEPHEN ATTENBOROUGH ANNOUNCED AS KEYNOTE SPEAKER FOR CEBIT AUSTRALIA 2019

CEBIT Australia is thrilled to announce Virgin Galactic's Stephen Attenborough as the first keynote speaker for CEBIT Australia 2019, Asia Pacific's largest and longest running B2B technology exhibition and conference examining every aspect of business digitisation. Stephen will be one of eight keynote speakers at the event to be held in Sydney from 29 – 31 October.

Attenborough leads commercial activities for Virgin Galactic, part of Sir Richard Branson's Virgin Group, which is on track to become the world's first passenger-carrying commercial spaceline providing spaceflights to space tourists and launches for space science missions.

Having joined Virgin Galactic following a career in investment management in London, Attenborough now speaks regularly around the world about the importance of opening access to space for the benefit of life on Earth.

CEBIT Australia Chairperson, and former Facebook CEO ANZ, Stephen Scheeler, said Attenborough's keynote speech will be one of the highlights of CEBIT Australia this year. "We're thrilled to have Stephen as this year's keynote speaker," Scheeler said. "The story of how Virgin Galactic has created a new market for space exploration in the digital age is an extraordinary one.

"Stephen will be sharing the latest news from California, where the Virgin Galactic spacecraft is going through its final testing phase. He'll also explain the impact new technologies have on businesses and focus on how to drive business innovation and growth through the right combination of innovative people and technology."

On his keynote appointment, Attenborough said, "I can't wait to connect with the B2B community at CEBIT Australia this year. Australia is such a hotspot of incredible talent and I'm thrilled to be able to share my experiences and inspire a whole new generation of innovators – and future Virgin Galactic astronauts!"

NSW Minister for Trade and Industry, Niall Blair, said given the space industry is an exciting and fast-growing tech sector, the engagement of a such a learned speaker from Virgin Galactic as part of the CEBIT line-up should attract significant interest.

"Most of Australia's space industry is based in NSW and the NSW Government is exploring development of a Space Industry Hub for space companies, research and education institutions in Sydney that can grow companies for later relocation to the Western Sydney Aerotropolis," Blair said.

"The revamped CEBIT Australia will again be held in Australia's tech and start-up capital of Sydney and the government is backing it given its prominence as Asia Pacific's leading business to business innovation and technology event."

Attenborough was invited by Branson to join Virgin Galactic as the company's first full time employee in 2004 to put in place the commercial foundations of the business and to create a new market for private space travel. He now leads the company's commercial activities including partnerships for the human spaceflight business.

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This work has now attracted around 700 future astronauts from 60 countries along with \$80million in deposits. Attenborough has also been responsible for work-streams investigating, and now building, the non-tourism applications for the new space vehicles, particularly space-based science research.

Stephen Attenborough will speak at CEBIT Australia 2019, taking place from 29 – 31 October, 2019. For more information visit www.cebital.com.au.

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About CEBIT Australia:

29 - 31 October 2019, International Convention Centre Sydney

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

CEBIT Australia is Asia Pacific's largest and longest running B2B technology exhibition and conference

Celebrating its eighteenth year in 2019, this 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 and the world

Business leaders, innovators, entrepreneurs and the leading technology companies of the world will gather in NSW to immerse themselves in the possibilities of the future of business.

CEBIT Australia showcases 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 telecommunications, 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 2019.

