



2 April 2019

TOP CYBERSECURITY EXPERT MIKKO HYPONEN ANNOUNCED AS KEYNOTE SPEAKER FOR CEBIT AUSTRALIA 2019

One of the world's foremost authorities on computer security and privacy issues, Mikko Hypponen, has been announced as a keynote speaker for CEBIT Australia 2019, to be held in Sydney from 29 – 31 October. Hypponen will be one of eight influential keynote speakers at the event, which is Asia Pacific's largest and longest running B2B technology exhibition and conference examining every aspect of business digitisation.

Hypponen is chief research officer at top Helsinki-based cyber security and privacy company F-Secure and has worked there since 1991. The much-lauded company has 30 offices worldwide with more than 100,000 corporate clients and tens of millions of consumer customers.

An important global tech voice, Hypponen has written on his ground-breaking research for the New York Times, Wired and Scientific American, appears frequently on international TV and has lectured at Stanford, Oxford and Cambridge universities. He was also selected amongst the 50 most important people on the web by PCWorld magazine and was included in The FP Top 100 Global Thinkers list.

CEBIT Australia Chairperson, and former Facebook CEO ANZ, Stephen Scheeler, said CEBIT Australia is thrilled to have a keynote speaker of such a high calibre at this year's event. "Mikko is legendary in the global cybersecurity sphere, having assisted law enforcement in the United States, Europe and Asia for almost 30 years on computer security cases and advising government departments," he said. "As companies move to a much more data-centric world, cybersecurity is now more important than ever and will continue to be a growing issue, so insights from a speaker such as Mikko are invaluable."

According to the Australian Criminal Intelligence Commission (ACIC) Australia is an attractive target for serious and organised crime syndicates due to our nation's relative wealth and high use of technology such as social media, online banking and government services. Due to the possible lucrative financial gains for serious and organised crime syndicates, the cybercrime threat is persistent. The Cyber Security Review, led by the Department of the Prime Minister and Cabinet, found that cybercrime is costing the Australian economy up to \$1 billion annually in direct costs alone.

Some of Hypponen's greatest achievements include helping take down the Sobig Worm, a computer worm that infected millions of Microsoft Windows computers in August 2003, and Blaster Worm which spread on computers running Windows XP and Windows 2000. He also made international news in 2011 when he tracked down and visited the authors of Brain - the first PC virus in history and produced a documentary about it.

He has also been documenting the rise of mobile phone malware since the first smartphone viruses were found, created the blog News from the Lab - the first blog from an antivirus company, has been credited by Twitter for improving Twitter's security and is the curator for the Malware Museum at The Internet Archive.

Mikko Hypponen will speak at CEBIT Australia 2019, taking place from 29 – 31 October, 2019. For more information visit www.cebitalia.com.au.

CEBIT[®]

AUSTRALIA

For more media queries contact:

Jarrold Rose
Director – Connect PR
jarrod@connect-pr.com.au
0400 029 936

Fleur Michell
Account Manager – Connect PR
fleur@connect-pr.com.au
0407 077 493

About CEBIT Australia:

29 - 31 October 2019, International Convention Centre Sydney

CEBIT Australia – The Future of Business Technology. Visit www.cebitalia.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.

