



Date: Tuesday 28th May

CEBIT AUSTRALIA PROGRAM ANNOUNCED – 100 INDUSTRY LEADERS HELP SHAPE NEW LOOK EVENT

A rebranded and reimagined CEBIT Australia today launched the first section of its 2019 program with a focus on the key digital transformation issues that are facing businesses as they seek to innovate and grow. Over 200 expert speakers will deliver keynote presentations, panel discussions, workshops, sessions, and enlightening talks at Asia Pacific's largest business technology conference and exhibition.

To be held from October 29-31 at Sydney's International Convention Centre, tickets for CeBIT Australia are now on sale at www.cebit.com.au/pricing

World-class keynote speakers, who will present on the CEBIT Central Stage located within the new-look exhibition, will include UK-based Stephen Attenborough, employee number one and now Commercial Director of Virgin Galactic; and the 2018 Australian of the Year, Michelle Simmons, Scientia Professor of Quantum Physics at the Faculty of Science, University of New South Wales.

More than 100 influential cross-industry representatives from eight committee areas - The future of Industry, Digital Pioneers, Technology Gurus, Technology Innovators, Start-ups, Women in Tech, Supply Chain & Industry 4.0 and FinTech & Finance - have worked alongside the CEBIT team and its new Chairman, ex Facebook ANZ CEO, Stephen Scheeler, to produce a highly informative curated program. This will highlight current industry trends and showcase digital case studies from the world's largest corporations.

CEBIT Australia Chairperson, and former Facebook CEO ANZ Stephen Scheeler explains the concept for this year's content. "Based on extensive work with our incredible Advisory Committee members over the last six months, we formulated six content pillars to build the framework of the conference content. These include the areas of transformation and disruption, business growth, data privacy and trust, the future of work, changing lives with technology, and the application of emerging technology.

"This will enable CEBIT to appeal to the new wave of technology buyers and specifiers that now shape the technology eco-system, while also appealing to our traditional technology audience."

The conference program will feature over 200 speakers including Ilan Frank, Director of Product, Enterprise, Slack; Mikko Hypponen, Chief Research Officer of F-Secure; and James Gilbert, APAC Marketing Director, HubSpot.

CEBIT Australia is again delighted to partner with the NSW Government. Deputy Premier and Minister for Trade and Industry, John Barilaro, said CEBIT played an important role in positioning NSW as the leading destination for technology businesses in the Asia Pacific region.

"CEBIT Australia allows our companies to sell their products and services while promoting NSW as an international investment location," he said. "Sydney is the right home for major tech conferences like CEBIT as Australia's leader in the information and communication technology (ICT) and startup sectors.

"Through the NSW Government's support of CEBIT, we are backing the growth and development of our technology industry to grow future businesses and jobs in our digital economy."

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For more information on tickets visit www.cebitt.com.au/tickets

CEBIT Australia 2019, will take place from 29 – 31 October, 2019. Visit www.cebitt.com.au for details.

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About CEBIT Australia:

29 - 31 October 2019, International Convention Centre Sydney

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

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Images

1. **John Barilaro**, Deputy Premier and Minister for Trade and Industry ([download](#))



2. **Stephen Scheeler**, CEBIT Australia Chairperson and former Facebook CEO ANZ ([download](#))

