



Media Release: 4 December 2018

**FORMER AUSTRALIA AND NEW ZEALAND FACEBOOK CHIEF STEPHEN SCHEELER
TO HEAD UP A REIMAGINED CEBIT 2019**

Hannover Fairs Australia is thrilled to announce that Stephen Scheeler, former Facebook CEO for Australia and New Zealand, has joined as the new chairman of CEBIT Australia, Asia-Pacific's most significant B2B innovation and technology event which will be held next year in Sydney from October 29-31.

Stephen's appointment is part of a wide range of measures aimed at refocussing the event to engage and excite a new audience of technology users and buyers. Having worked with Mark Zuckerberg, Sheryl Sandberg and other Silicon Valley leaders during his tenure at Facebook, Stephen saw the Australia and New Zealand business – including Instagram, Messenger, Whatsapp and Oculus – grow from a mere start up into one of the most successful Facebook markets in the world. More recently Stephen has started his own consultancy firm, The Digital CEO.

On the future of CEBIT Australia, Stephen says "The changes being driven across CEBIT represented an opportunity to be part of creating an event of real value for everyone impacted by digitisation. Connections aren't made wandering the aisles of an exhibition any more, they are made during shared experiences, in the depths of a hackathon, working alongside likeminded individuals to achieve common goals. The people I observe across my industry want to develop themselves, grow their businesses, solve their challenges, meet that one person that can open the next window of opportunity. I want to drive that opportunity, to create something our industry will thrive on for years to come. The chance to shape this iconic event into something new, something of true value to the individuals and organisations that represent the future of the Australian economy is something that compelled me to get involved."

In order to make next year's CEBIT Australia the best yet, eight esteemed advisory committees are currently in the process of building the framework of the 2019 event. More than 100 influential cross-industry representatives from areas including the future of industry, digital pioneers, technology gurus, technology innovators, start-ups and women in tech, will contribute their most innovative ideas to the event.

The upcoming CEBIT Australia 2019 event will also be held for the first time in October at Sydney's International Convention Centre, in an effort to utilise the warmer spring weather and longer days, for the outdoor component of the program. The event will include new, innovative and interactive activations onsite, hackathons, innovation camps, innovative speakers, outdoor displays and CEBIT after hours networking social events.

Harvey Stockbridge, Managing Director, CEBIT Australia says "Technology is a disruptive influence across every industry, and one of the great challenges of the next decade will be for both legacy and start-up businesses to navigate the breakneck pace of change technology is enabling. CEBIT exists to connect the dots between the challenges this creates for industry, and the innovators that are striving to deliver the solutions. Stephen is one of the top innovation leaders in Australia. He holds an incredible range of experience gained through shaping the ANZ Facebook business into one of the most successful Facebook markets in the world. He is a perfect fit to lead the growth and development of CEBIT Australia as it enters this exciting new era, representing the capabilities, culture and leadership that we must all embrace".

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"Everyone in a business now has an involvement with technology whether they're working in marketing, finance or human resources. There's also a multitude of new spaces such as agtech, fintech, Industry 4.0 and healthtech so we really want to deliver an unforgettable event that highlights the latest trends and technologies available."

NSW Minister for Trade and Industry Niall Blair said it was a priority for the Government to continue to support the growth of the state's technology sector.

"As the innovation capital of Australia and leader in the information and communication technology (ICT) and startup sectors, Sydney is the right home for major tech conferences like CEBIT," Mr Blair said.

"The new-look CEBIT Australia will continue to build on its reputation as a platform for industry leaders looking to boost their business and grow their international profile."

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About CEBIT Australia:

29 - 31 October 2019, International Convention Centre Sydney

Business to the power of tech

www.cebitalia.com.au

CEBIT Australia showcases the dynamic merger of business and technology how it is driving both personal and business growth. CEBIT Australia will feature leading minds, development experiences, technology demonstrations and enable deep social connections. No other event brings together the whole spectrum of those impacted by the rapid pace of digitisation.

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 2019.

