



CeBIT Australia - FACT Sheet

Dates:	Tuesday 15 May – Thursday 17 May 2018
Location:	International Convention Centre, Darling Harbour Sydney, Australia
History:	2018 is CeBIT Australia's seventeenth year
Website:	http://www.cebit.com.au
Official Partner:	New South Wales Government
Key Themes:	The future of business technology
Exhibition:	3 Day Business Technology Showcase
Education & Knowledge Exchange:	<p>High profile, high calibre conferences plus showfloor theatres providing detailed insight from thought leaders and business luminaries. Topics to be addressed include:</p> <ul style="list-style-type: none"> eGovernment Cyber Security Fin Tech Big Data & Analytics Digital Transformation A.I. Communications Mobility Cloud Internet of Things Social Business StartUp
Key Facts (2017):	<ul style="list-style-type: none"> 15,559 high quality business attendees from 34 countries 313 exhibitors from 14 countries 11.6 million media coverage reach 16.4 million social media reach 230 powerful international and local speakers High level attendance and involvement of Australian Federal and State Government Strong international participation overall
International Keynote Speakers include:	<ul style="list-style-type: none"> Greg Clark, CEO, Symantec Tamara McCleary, CEO, Thulium Rob Wainwright, Executive Director, Europol Liesl Yearsley, CEO, Akin Hiroshi Saijou, CEO & MD, Yamaha Motor Ventures & Laboratory Silicon Valley Jez Frampton, former Global CEO, Interbrand Group <p>(and many more, a full list of speakers is available on request)</p>

Who we are - About Deutsche Messe and Hannover Fairs Australia

CeBIT, the world's largest technology fair, has been running in Hannover, Germany since 1986. It is organised by Deutsche Messe one of the largest and most successful event companies in the world, hosting more than 130 trade fairs and congresses that attract over 40,000 exhibitors and 3.5 million visitors globally.

Deutsche Messe was established by the German government in 1947 to conduct trade exhibitions to help restore the German economy, and its ownership remains in public hands. The company is 50 per cent owned by State of Lower Saxony and 50 per cent by the City of Hannover.

As a corporatised government-owned entity, Deutsche Messe operates at arm's length to Government, and its tight political ties have been central to its success. It is historically and inextricably linked to the German federal government and the European political establishment, and has for decades been a key ingredient to Germany's success as one of the great exporting nations of the world. Germany is Australia's 10th largest trading partner with total two way trade valued at A\$20 billion in 2016-17.

Deutsche Messe has over 1,200 employees, a network of 58 representatives, subsidiaries and branch offices in 89 countries, and annual revenues of EUR 302 million (in 2016). It has an exhibition centre with superb infrastructure totalling 3.5 million square meters of display space in Hannover, Germany.

In 2001, the shareholders of Deutsche Messe made the strategic investment decision to bring CeBIT to Sydney, Australia, and the local subsidiary Hannover Fairs Australia was established to organise the event.

CeBIT Australia was launched in 2002 and in its sixteen years has established itself as the largest business technology event in Australia, and one of the most significant business technology events in the Asia Pacific region providing a platform for Australian companies and technologies into the global industry.

Hannover Fairs Australia organises the following annual portfolio of business-to-business events:

- CeBIT Australia
- CeMAT Australia
- AFAC powered by INTERSCHUTZ
- GovInnovate Summit
- Future Data
- Millennial 2020