



# CeBIT Global Conferences 2012

Around 3,200 attendees from over 100 countries attended the CeBIT Global Conferences (CGC) 2011, making it the premier international conference event at CeBIT. Featuring a range of keynote addresses, talks, panel discussions and roundtable discussions, the CGC are the perfect platform for setting trends, unveiling innovative technologies and discussing the latest developments.

In just four short days, the CeBIT Global Conferences (CGC) provide a panoramic view of the digital world's mainstay markets: IT, Telecommunications, Digital Media and Consumer Electronics. In a hand-picked series of keynotes, talks and panels, top experts from around the globe get together to address hot trends across sector borders and spotlight promising innovations and how they are likely to affect the working world and society at large.



[www.cebitt.de/en/cgc](http://www.cebitt.de/en/cgc)



## CGC at a glance

### Venue

Exhibition Center (Hannover, Germany), Convention Center (CC), Room 2

### Date & Times

6–9 March 2012, daily from 10:00 a.m. to 1:00 p.m.

### Conference language

English (German simultaneous translation)

### Concept

Discussion forum dedicated to innovations and trends in the realms of ICT, digital media and consumer electronics. Where industry players and enterprise users engage in close dialogue and enjoy high-level matchmaking opportunities.

### Target Group

The CGC are targeted at decision makers from industrial companies that use technology, the ICT sector, entrepreneurs and multipliers.

### Past speakers (representative list):

**Arnold Schwarzenegger** (former Governor of California), **Hamid Akhavan** (CEO, Siemens Enterprise Communications), **Stewart Butterfield** (Co-Founder, Flickr.com), **Paul Hermelin** (CEO, Capgemini), **Ben Verwaayen** (CEO, Alcatel-Lucent), **Léo Apotheker** (former CEO, SAP AG), **Michael Jones** (Founder, Google Earth), **Reid Hoffmann** (CEO, LinkedIn), **B. Kevin Turner** (COO, Microsoft Corporation), **Dr. Werner Vogels** (CTO, Amazon), **Parker Harris** (Co-Founder, salesforce.com), **Neelie Kroes** (EU Commissioner for the Digital Agenda), **Alan Mulally** (President & CEO, Ford Motor Company)

### Attendance

2008 1,900 attendees

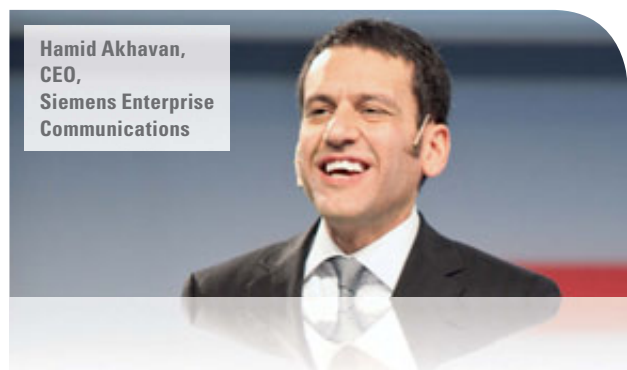
2009 3,133 attendees + 2,135 online participants

2010 3,852 attendees + 3,949 online participants

2011 3,205 attendees + 21,558 online participants



Alan Mulally,  
President & CEO,  
Ford Motor  
Company



Hamid Akhavan,  
CEO,  
Siemens Enterprise  
Communications

## Daily Topics

### ■ Tuesday, 6 March: "All things smart"

Main topics: Smart living, smart cars, smart grids, smart traffic, smart cities, health, education, broadband, intelligent traffic management, electromobility, open data.

Sustainable energy supply, intelligent traffic management, and the mobility of people and goods are just some of the challenges business and politics will face in the future. Given the progression of climate change and the increasing scarcity of resources, it's essential to identify a completely new set of solutions. Innovative ICT technologies offer one way of giving a much-needed boost to climate protection and resource efficiency. IT and telecommunications are used to network all the various systems and markets, including traffic, energy, domestic requirements and production. So, what shape are emerging paradigms taking on? What new opportunities and business models might they offer? What kind of ideas and solutions can we expect? And just how safe and reliable is this new "smart" world?

### ■ Wednesday, 7 March: "Flying the Cloud"

Main topics: Cloud computing, cloud storage, cloud processes, data, privacy, mobility, convergence, real-time content, online behavior advertising.

With the demand for information more relentless than ever, companies need simple, cost-effective ways to access data and applications. This is where cloud computing comes in. However, the real value of data lies not in its quantity, but in using it intelligently. Although companies initially used cloud applications for primarily internal purposes, they are now often used to support the interaction between companies, partners and customers. Data and the information it carries are seen as the new currency of the 21<sup>st</sup> century. But is the endless potential of keeping our data in the clouds a blessing or a curse? What are the opportunities and risks involved?

### ■ Thursday, 8 March: "Upgrade your lifestyle: Entertainment, Mobility, Content"

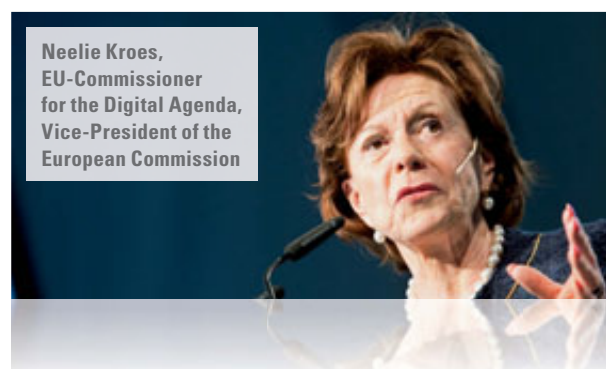
Main topics: Content, mobility, entertainment, web TV, home entertainment, intelligent home networking, mobile TV, augmented reality, connected TV.

In the wake of the comprehensive networking of our working environments, intelligent home networks now mean the Internet is playing an increasingly important role in our private lives, too. It will soon become commonplace for us to use mobile devices and online networks to manage not only our private lives in general, but also the homes we live in. All this will mean improved quality of life, lower energy consumption and increased safety and security. So what shape will our home lives have in the third decade of the 21<sup>st</sup> century? And what changes will television undergo as the defining entertainment technology of the 20<sup>th</sup> century, now that it is forced to compete with the Internet?

### ■ Friday, 9 March: "Social business: Listen, Share, Care"

Main topics: Social commerce, social business, ubiquitous computing, semantic web, privacy and security, social CRM, social crowdsourcing, monetizing, social care.

Social media is now firmly established in major companies and has left the experimental phase far behind it. Today, much of the communication undertaken by companies is done via a wide range of social media channels. Nevertheless, for many companies initial enthusiasm for "being part of the action" has now given way to the challenge of how to integrate social media into business processes and business models. In addition to a lack of experience, what's often missing is a convincing strategy. Is it possible to monetize social media? Can social media really be transformed into "social business"?



## Session types

### Plenary Session

- 40-minute panel discussions
- 30-minute keynote addresses
- 30-minute talks
- 10-minute "What's next in tech" product showcases for the unveiling of new products and solutions

## Here's how you can take part

### Speakers

Speaker slots are in great demand, with more and more applications coming in every year. CGC 2012 marks the premiere of our online application service for speaking slots and suggestions for speakers and topics.

Note: You do not need to submit an application if you have been invited to participate by us directly.

Please submit your application/proposal to:



[www.cebit.de/cgc\\_callforspeakers](http://www.cebit.de/cgc_callforspeakers)

### "What's next in tech" – product showcase

Use the CeBIT Global Conferences to unveil your latest and greatest innovations and solutions. For this purpose, you will be allocated a 10-minute presentation slot as part of the conference program. The slots are limited to two per day. Please send your application to:



[www.cebit.de/en/cgc\\_nextintech](http://www.cebit.de/en/cgc_nextintech)

### Partners & Sponsors

Naturally, a highly tailored conference also provides highly tailored sponsorship options. The different types of sponsorship activities are organized into individual modules. You can choose a configuration of modules that is best suited to reaching your company's target group(s). All the modules combined enable you to reach over one million valuable business contacts. Further information is available at:



[www.cebit.de/en/cgc\\_sponsoring](http://www.cebit.de/en/cgc_sponsoring)

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