

FLAT
WORLD
FORUM

Forum & Pavilion on ICT Services

Offshoring | Collaboration | Localisation | Education

1–5 March 2011 | CeBIT 2011 | Hall 6

IT IS A FLAT WORLD

Forum & Pavilion on ICT Services

CeBIT 2011 Hall 6

1–5 March 2011 | Hannover | Germany

■ Organizer



local global

Publishing & Conferences

■ Partner

CeBIT



FLAT WORLD FORUM

CeBIT Facts & Figures

- 334,000 visitors from 83 countries
- 20% of the professional visitors come from abroad
- 6 million business contacts
- 74% of the visitors are responsible for investment projects
- € 10 billion investment volume
- More than 5,000 journalists and bloggers
- More than 20 billion media contacts
- 100 business delegations from all over the globe

*CeBIT 2011 Brochure, Deutsche Messe AG

■ New markets, new resources

In a flat world crossborder collaboration and managed services are not a privilege of multinational corporations. And "Offshoring" does not necessarily mean shifting jobs away. To serve the "global players" of any size the ICT service industry has built up international resources, especially in the emerging markets. But to be able to really serve international customers "global delivery" is a need - and thus an enlarged presence in physically not so near markets. The CeBIT FlatWorld Forum will discuss these recent globalisation trends. It will showcase best practices of the ICT service industry, give an insight to regional market developments and help companies to identify partners and urgently needed resources for future growth worldwide.

■ FlatWorld Forum

Deutsche Messe and its cooperation partner local global offer a new international forum on offshoring, outsourcing and global networking, in order to support the big and small companies of the ICT industry on their path to global markets. The Forum with an audience of more than 50 people will be located in Hall 6. Its direct vicinity to the Convention Center and the central location on the fairground will guarantee a high response of visitors.

- Flat World Forum with 50+ seats
- Central location in Hall 6
- Open access for CeBIT visitors
- Space for your congress or reception

Visitors of the FlatWorld Forum

- CIO's with interest in sourcing services internationally
- CEO's and responsables for Business Development of ICT service companies with interest in international cooperations
- Media, Trade promotion, associations



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■ Program

The forum will focus on major international hotspots for the ICT service industry. It will present best practice examples for cross-border collaboration and joint development activities.

- India: Indo-European alliances
- Partner Country Turkey
- Next Stop Brazil
- Central and Eastern Europe
- Resourcing in North Africa

Specials

- Collaboration Lab: The future of joint development
- Global Trade Lab: Establishing Business in Europe

■ FlatWorld Pavilion

A joint booth gives SME's the opportunity to become easily CeBIT-exhibitor, to present products and services to the trade fair audience and take part at the FlatWorld Forum. The exhibiting companies will have the opportunity to present their products, show image movies, invite to spontaneous discussions and much more.

Exhibitors of FlatWorld Pavilion

- Outsourcing of Web Design/ Development processes/ Tool development/ Content Development/ CMS
- Application development and supervision, maintenance of applications
- Management of Infrastructure
- Localisation services, Translations
- Sourcing Services, Trade Information
- Resourcing and HR Services, Training providers
- Sales representation, Consulting, Law
- Government, Trade & Investment Promotion Agencies
- NGO, Business associations
- Service provider for collaboration tools

■ Media

CeBIT Global Business Magazine

The magazine will give an overview of the FlatWorld Forum program and presents exhibitors of the Theme Pavilion. Company profiles (500 characters) of exhibitors and Sponsors will also be included, as well as speakers' profiles (who-is-who). The editorial content will include interviews with top speakers and representatives of the sponsors. It will be distributed prior to the event by Deutsche Messe AG, at the FlatWorld Forum and on the Theme Pavilion.

FlatWorld Website and Social Media

On www.flatworldforum.com we will publish company profiles, speakers' profiles, editorial content and presentations of exhibitors and sponsors. LinkedIn, Twitter and Xing will be used to intensify the dialogue.



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■ Participation Opportunities

Opening Markets world wide - Market Maker Package

- 4 slots of 30 min. at FlatWorld Forum
- Up to 2 hours of speed presentations
- Visibility and naming as FlatWorld Partner in all media of FlatWorld Pavillon and Forum
- At least 2 pages editorial content in the CeBIT Global Business Magazine
- 1/1 page advertisement in the CeBIT Global Business Magazine
- Up to 10 company profiles in CeBIT Global Business Magazine and on FlatWorld website
- 50 % discount on advertisements in CeBIT Global Business Magazine for your partner companies
- Prefab invitation cards, invitation newsletter, CeBIT visitor tickets flatrates
- Visibility and naming in press release of FlatWorld Forum
- Skyscraper (banner ad) on FlatWorld website
- Option: Reception / Networking at FlatWorld Forum (catering costs are not included)

Costs: 15.000 €

Branding as Global Player - Sponsoring Package GOLD

- 4 slots of 30 min. at FlatWorld Forum
- Visibility and naming in all media of FlatWorld Pavilion and Forum
- At least 2 pages editorial content in the CeBIT Global Business Magazine
- 1/1 page advertisement in the CeBIT Global Business Magazine
- Company profile in CeBIT Global Business Magazine and on FlatWorld website
- Prefab invitation cards, invitation newsletter, CeBIT visitor tickets flatrates
- Visibility and naming in press release of FlatWorld Forum
- Skyscraper (banner ad) on FlatWorld website
- Option: Reception / Networking at FlatWorld Forum (catering costs are not included)

Costs: 12.000 €

Addressing an international audience - Sponsoring Package SILVER

- 2 slots of 30 min. at FlatWorld Forum
- Visibility and naming in all media of FlatWorld Pavilion and Forum
- 1 page editorial content in the CeBIT Global Business Magazine
- 1/2 page advertisement in the CeBIT Global Business Magazine
- Company Profile in CeBIT Global Business Magazine and on FlatWorld website
- CeBIT visitor tickets flatrate
- Skyscraper (banner ad) on FlatWorld website

Costs: 7.000 €

Conference Opportunities - Presenting a Cluster - Group Package

- 4 slots of 30 min. at FlatWorld Forum
- 1 hour of speed presentations
- 1 page editorial content in the CeBIT Global Business Magazine
- 30 % discount on advertisements in CeBIT Global Business Magazine

Costs: 5.000 €

Convincing communication - Media Package

- 1 slot of 30 min. at FlatWorld Forum
- Company profile CeBIT Global Business Magazine and FlatWorld website
- Company presentation as download on www.flatworldforum.com
- 30 % discount on advertisements in CeBIT Global Business Magazine

Costs: 500 €

■ Exhibiting at FlatWorld Pavilion

Becoming CeBIT Exhibitor without hassle - Co-exhibitor Package

- 6m² booth on the FlatWorld Pavilion
- 1 slot of 30 min. at FlatWorld Forum
- 1 speed presentation
- Company profile CeBIT Global Business Magazine and FlatWorld website
- 50 % discount on advertisements in CeBIT Global Business Magazine
- Company presentation as download on www.flatworldforum.com
- Location in the direct vicinity of FlatWorld Forum, which is the official platform of CeBIT on offshoring, localisation and global networking
- CeBIT visitor tickets flatrate

Costs: 4.000 €

■ Contact



local global
Publishing & Conferences

local global GmbH
Marienstraße 5 | 70178 Stuttgart

Ms. Mariona Massana

Phone: +49 711 225588-42 | Fax: +49 711 225588-11

massana@localglobal.de | www.localglobal.de

twitter: @CeBIT_FlatWorld