



CeBIT Australia 09

End of Show Report

12-14 May 2009

CeBIT
australia



Retail Business
& Point of Sale



Supply Chain, RFID
& Smart Card

Retail IT



e-Health



Skills Alley



G-Tech Government
Technology



Business
Software



Clean Tech



IT Services



Reseller IT



IT Security



CRM



Managed
Services



Data Centre



IT Hardware,
Office Printing &
Imaging



Mobile Computing

Enterprise

Financial Services



e-Commerce &
e-Finance

Future Parc

Hall 3

Hall 4

Hall 5

Entry

Entry

Access



Broadband



Networking &
Wireless



VoIP & IP
Comms



Satellite &
Telecommunications



Mobile
Communications



Digital & Mobile
Content



Navigation, Location
& GEO Applications



Web Applications
& Web 2.0



e-Marketing
& SEO



Online Video &
Broadcast

CeBIT.
WEBciety
INTERNET IS COMING HOME

WWW.Online Business

Conference Programs

Parkside & Bayside Conference Centres



Access



Enterprise



**AUS
INNOVATE**



**e-Government
Forum**



WebForward

Welcome to **CeBIT** Australia 2009 End of Show Report

CeBIT Australia, in its eighth year, faced a challenging year in 2009—and came through strongly.

From a two-hall exhibition with 384 companies and 15,870 visitors in 2002, CeBIT Australia 2009 defied economic uncertainties to not only fill three halls with 576 exhibitors and 29,403 visitors, but introduce new innovative show floor displays such as our Webcity area and stage a successful three-day conference program with five conferences, nine streams and 128 speakers including Federal and State Ministers, international policy setters and leaders from the technology industry in Australia and internationally.

The resilience of CeBIT Australia in 2009 was above all a tribute to the realisation among all sectors of government and industry that technology is a key to solving so many of the problems that face businesses and individuals in times of challenge.

And even more than being a showcase for Australia's estimated \$123 billion ICT industry (ABS, 2008), the entire week surrounding CeBIT each May has rapidly evolved to become the peak gathering of the movers, shakers and contenders of an economic sector on which all segments of industry depend for continued growth.

And it is not just an event for Australia. The presence of registered visitors from 68 countries, including trade delegations from some 12 countries who came to the show with the assistance of the Australian Trade Commission (Austrade) showed that the status of CeBIT Australia now extends throughout the Asia-Pacific region and the wider world.

I strongly encourage you, as a 2009 exhibitor, to study this End Of Show Report, with all the facts, figures and statistics of the event, and secure your stand space early for 2010. If you have not exhibited at CeBIT before, this report will show you what you missed in 2009 but which you can be a part of in 2010.



Jackie Taranto
Managing Director
Hannover Fairs Australia

TESTIMONIALS

//

We were definitely impressed with the quality and the quantity of delegates we met at our booth, and we have a good number of what I would call hot leads. ... We are definitely looking to come back, and we are already in discussion for next year.

//

Todd Lewis
Marketing Manager Asia Pacific
Citrix Online

//

The partnerships that you make with other people at the event is really important. You find people who are at the event each year who are in complementary business, and you work together to help each other. It really works. More so than ever, this event is about networking. You just meet people you might not ordinarily meet, and it can lead to things you haven't thought about. With (another exhibitor), I didn't even know them until the dinner on the Wednesday night, and a week later we are about to sign a deal. That's the power of it. And the branding is important. We are there every year, and people sort of know who we are – and that itself is really important. We have got better and better exposure every year we have been there.

//

Matt Bullock
Chief Executive Officer
eWay

//

The quality of the people coming through was very good. The people we talked to were the people that were making buying decisions in their companies – so we were very comfortable about the quality of people coming through. Yes, we will certainly be back next year.

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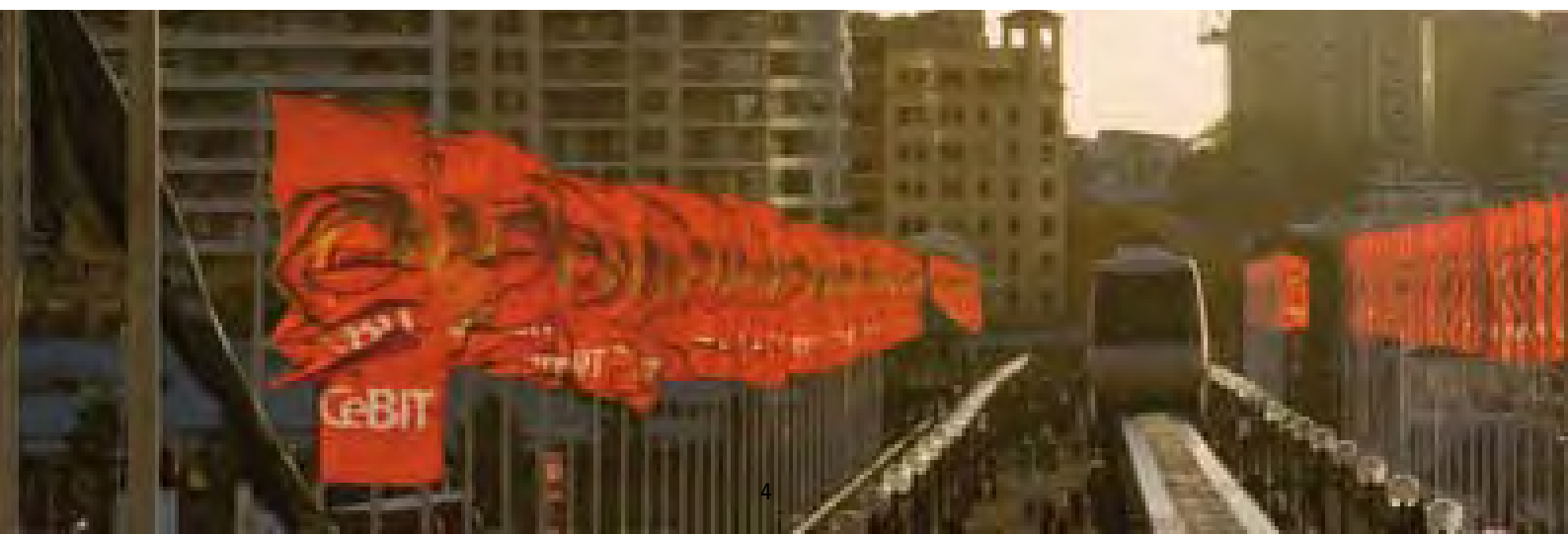
John McCarl
Marketing Manager
Rittal

//

It (CeBIT) has been really good. We have had a lot of really interested people coming by, asking us what we do, and our 3D models have been drawing in the crowds.

//

Lisa Dykes
Business Development Specialist
AAMHatch



//

There are a lot of interesting leads, and it tends to come from right across the community, commercial interest from a lot of potential research collaborators and we find amongst various people on display at CeBIT ... our future customers, so we are very happy to be here.

//

Iain Walker
Manager Business Development
CSIRO ICT Centre

//

Everybody talks about the Global Financial Crisis but it doesn't seem to be happening in the technology area ... some of the companies we are dealing with have said the last month they are having some of the best sales ever. Austrade sees CeBIT as a launching platform into the global markets ... our focus is on taking Australian business offshore. We have been here since CeBIT started in 2002.

//

Peter Harrison
National ICT Manager
Austrade

//

We see people coming in the door positive, looking for more opportunities, so it has been a very good show for us. The doom and gloom outside the door finishes, people walk in and they are just looking for new stuff.

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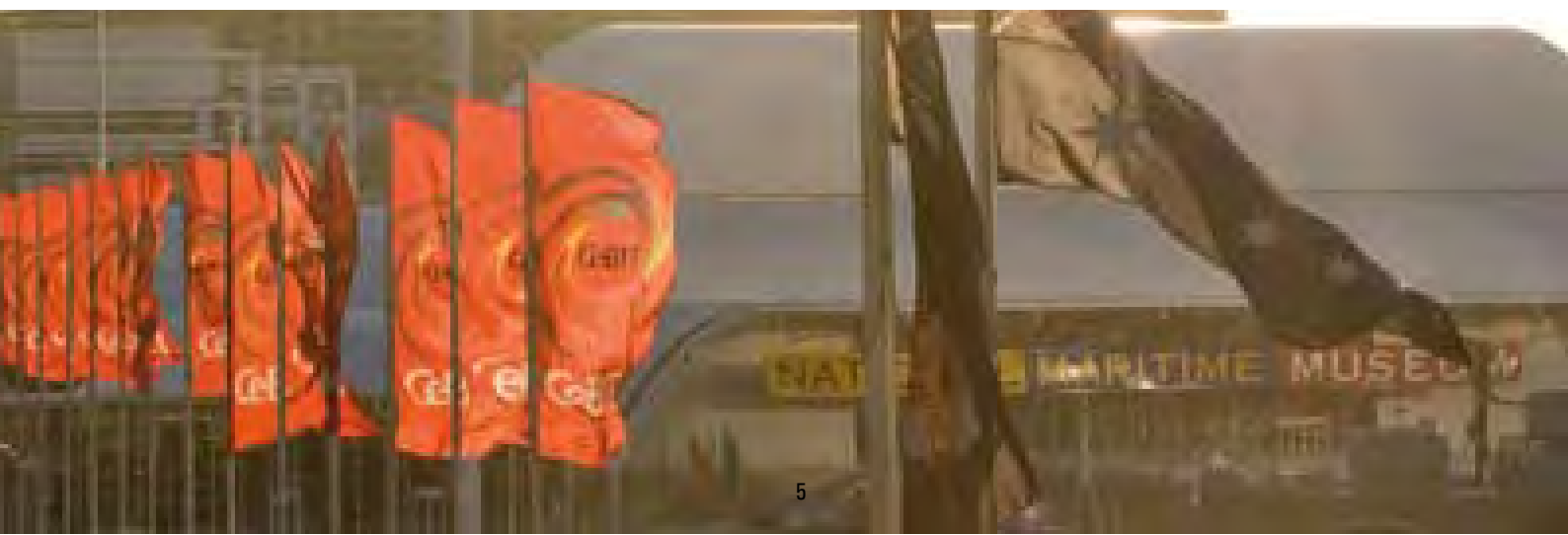
Tony Jamieson
General Manager
Lindy Australia

//

We are finding a really good response from the show. We were here exhibiting for the first time last year and just had a fantastic response so it's paid off and we've come back again.

//

Samuel Yeates
CEO
UltraServe



CeBIT Events
Worldwide



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Hannover Germany
March 2-6, 2010



Istanbul TURKEY
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In the wake of the Federal Government's announcement just a month before CeBIT Australia 2009 of a \$43 Billion National Broadband (NBN), Senator Conroy was one of the most highly anticipated visitors and speakers to the event.

Senator Conroy has been a solid supporter of Hannover Fairs Australia and CeBIT Australia. As well as being a headline attendee at CeBIT Australia 2008, Senator Conroy travelled to CeBIT Hannover 2009 in March.

Although curtailed by his need to return to Canberra on CeBIT Australia's opening day to attend the budget session of Federal Parliament, Senator Conroy gave generously of his time, officially welcoming international exhibitors, speakers and VIP guests to CeBIT Australia at a special event at NSW Government House on the eve of CeBIT Australia's opening, followed by a private dinner. The following day, Senator Conroy and the Premier of NSW, Nathan Rees, officially declared CeBIT Australia 2009 open. The two, joined by the Australian Capital Territory's Senator Kate Lundy took a show floor tour, before Senator Conroy returned to the conference hall as a keynote speaker at the CeBIT's AusInnovate Global Conference.

Events Attended

- NSW Government House Welcome Reception for International Guests
- Opening Ceremony
- Exhibition VIP Tour
- AusInnovate Conference



Senator the Hon Stephen Conroy

Minister for Broadband, Communications and
the Digital Economy @ CeBIT Australia 2009



Senator the Hon Stephen Conroy @ AusInnovate

As the opening keynote speaker at AusInnovate – the nation's peak innovation and research and development summit organised by Hannover Fairs Australia in cooperation with federal research agencies NICTA, the CSIRO ICT Centre and the Defence Science and Technology Organisation (DSTO) – Senator Conroy was a highly anticipated presenter who used the opportunity to explain the benefits to the nation of the Federal Government's \$43 Billion National Broadband Network plan. He also took the time to endorse CeBIT's role as a facilitator of technology business and partnerships in the region.

"CeBIT Australia is a great opportunity for the exchange of ideas, the formation of partnerships and the development of strategies for our digital future. CeBIT is a showcase of world-class business innovation. It provides a glimpse of what Australia can achieve when it comes to leading-edge technologies. CeBIT also highlights the importance of commercialisation and unleashing the potential of innovation in the world market," he told delegates.



The Hon Lindsay Tanner MP

Ministerial Keynote at the e-Government Forum 2009

Having been the keynote speaker at the e-Government Forum in 2008, and having in October 2008 presided over the release, and subsequent adoption, of the report by senior UK Civil Servant Sir Peter Gershon on the Australia Government's ICT procurement and management, which will see the Australian Government Information Management Office (AGIMO) take over full control of Government technology purchasing and management to streamline its estimated \$6 billion yearly spending on technology, Mr Tanner was always intended as a key speaker to open CeBIT's 2009 e-Government Forum, organised in partnership with AGIMO.

His commitments arising from the release the night before of the Federal Government's 2009 Budget meant, however, he was unable to attend CeBIT in person. Undeterred, however, he ensured he made a highly visible appearance at the show via a pre-recorded video address.

Mr Tanner revealed the Government was well ahead of targets set within the Gershon Report. "We're now well advanced in implementing many aspects of the report," Mr Tanner said.

Mr Tanner said such reforms were vital to ease the way for business suppliers to deal with Government, the country's largest IT purchaser. Previous policies were just becoming too diffuse to deliver business benefits. "It was leading to longer term problems and making things difficult for suppliers," Mr Tanner said. "There is a lot of work happening. It is challenging for government agencies and for suppliers and a lot of change is occurring, but that will be beneficial for the long term outcomes for the Australian community and a more efficient approach to using ICT."

Minister for Finance and Deregulation
@ CeBIT Australia 2009





As the Premier of the host State for CeBIT Australia 2009, New South Wales Premier Nathan Rees joined with the Federal Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, to officially declare the event open. He used the opportunity to announce a Memorandum of Understanding with CeBIT Australia 2009 organiser Hannover Fairs Australia to secure the event in Sydney for a further three years.

He said the New South Wales Government was committed to attracting major events like CeBIT Australia to the State, and would continue to use the event to showcase local technology sector start-ups.

Mr Rees also used his speech to push Sydney's credentials as the location for the NBN network headquarters, with its excellent infrastructure and availability of world-class technical skills. He noted that NSW was headquarters to 80 per cent of ICT companies operating in Australia, and was a regional financial services hub. Mr Rees announced the formation of a cross-department National Broadband Network Taskforce, with the first priority of making New South Wales and Sydney the NBN headquarters location.

The Hon Nathan Rees MP

Premier of NSW @ CeBIT Australia 2009



"During these tough economic times it is essential companies continue to invest in technology that can maximise competitiveness, so they can emerge stronger when economic conditions improve," Mr Rees told CeBIT Australia 2009 delegates. "Events like CeBIT at Darling Harbour give businesses a chance to market their products and services, keep abreast of latest trends, chase business leads and connect with international players."

Premier Rees also joined Senator Conroy and VIP guests for a tour of the CeBIT Exhibition, visiting the stands from CSIRO, the Australian Government, NICTA, DSTO and NSW's Department of State and Regional Development, following his opening address.



Senator Kate Lundy

Australian Government @
CeBIT Australia 2009

Since being elected as a Labor Party representative to the Australian Senate in 1996 at age 28, Senator Kate Lundy has been one of the hardest working supporters of the country's Information and Communications (ICT) industries, having served as Shadow Minister Assisting on Information Technology, the youngest woman shadow minister in Labor history, and being an active member of several Parliamentary Committees, including Senate Committees on Communications and Information Technology.

She is also a keen user of technology, both in her professional and personal life, with her own website, blogs and Twitter accounts and spending time on the Internet for relaxation.



At CeBIT Australia 2009, Senator Lundy was a headline speaker at the Access Global Conference, discussing "Improving ICT Infrastructure and the Opportunities for Australian Business and Society", during which she spoke of the benefits of the Federal Government's \$43 billion National Broadband Network (NBN).

She also joined with NSW Premier Nathan Rees and the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, in officially opening the event, before joining the official Government delegation for a VIP tour around the exhibition show floors.





The Hon Ian Macdonald

MLC, Minister for Primary Industries, Minister for Energy,
Minister for Mineral Resources, Minister for State
Development @ CeBIT Australia 2009

As the NSW Minister for State Development, Mr Macdonald has been an active advocate of helping the State's innovative technology companies come to the CeBIT Australia 2009 as participants in the NSW Department of State and Regional Development (DSRD) stand.

Mr Macdonald also welcomed the approximately 200 parliamentary ministers, international delegates, government representatives, businesses, exhibitors and VIP guests to the CeBIT Australia 2009 International Business Reception held at Government House on May 11, the evening before the official opening of the event.

He was elected to the NSW Legislative Council in 1988, and has overseen the State Development portfolio since 2007. Mr Macdonald has been a strong advocate of rural and regional issues in the Parliament. He has served as member or chair on numerous Parliamentary Committees dealing with issues ranging from pesticides and genetically modified organisms to coastal development.





The Hon Robert Swarten MP

Minister for Public Works, Housing and Information and Communications Technology @ CeBIT Australia 2009

One of the longest serving Ministers in the Queensland Government, having been appointed to the Public Works and Housing portfolio in 1998 and the Information and Communications Technology portfolio soon after, Minister Swarten has been a long-time and strong advocate of technology development and investment in Australia's "Smart State".

Minister Swarten delivered a keynote address to the e-Government Forum at CeBIT, after which he toured the CeBIT Exhibition show floor accompanied by his department Director General, Mal Grierson, and his senior policy advisor, Chris Cummins. On his tour he visited the German Pavilion with the Managing Director of Hannover Fairs International, Mr Andreas Luttmann, the Australian Government Pavilion where he was shown the innovative work of such agencies as CSIRO, National Archives of Australia, Centrelink, Department of Innovation, Industry, Science and Research, CrimTrac and AGIMO.

He also visited such Queensland, Australian and International stands as 2B Wireless, Practical Peripherals Corp, Thinlinx, Scanning Systems Australia, Pos Pos Pty Ltd, SAP and the NSW Department of State and Regional Development.





Ms Ann Steward

Australian Government Chief Information Officer
Department of Finance and Deregulation
@ CeBIT Australia 2009

Australian Government CIO, Ms Ann Steward, was a headline speaker at CeBIT Australia 2009's e-Government Forum on Wednesday May 13, outlining the results of the Australian Government Information Management Office's (AGIMO's) efforts to implement the recommendations of the review of Australian Government ICT procurement and management by Sir Peter Gershon.

Ms Steward noted that of 39 enabling projects that were recommended as part of the report, 10 had already been delivered despite being due by June 2009, five more would be delivered by the end of June and five more required beyond that time frame were "already well advanced".



Ms Steward said that phase one of the ICT reform agenda had been completed, with \$100 million of savings being identified from 53 agencies. Half of those savings would be reinvestment in Government IT. "It's money that can now ... be focused back into the agencies to help them improve on an ongoing basis," she said.

Ms Steward also said the Australian Government Information Management Office (AGIMO), had been able to make significant green targets through more environmentally friendly IT practices such as automatically shutting down desktops and laptops after hours, implementing static screensavers and providing guidance to agencies around power and energy levels, particularly in data centres.

Ms Steward also attended CeBIT Australia 2009's ICT Celebration Dinner on the night of May 13, presenting the finalists, highly commended entries and winner of AGIMO's e-Awards for e-Government Excellence for 2009.



The world comes to CeBIT in Sydney

CeBIT Australia 2009, with the help of the Australian Trade Commission (Austrade), which maintained an international networking lounge at the event, played host to many international delegations during the event.

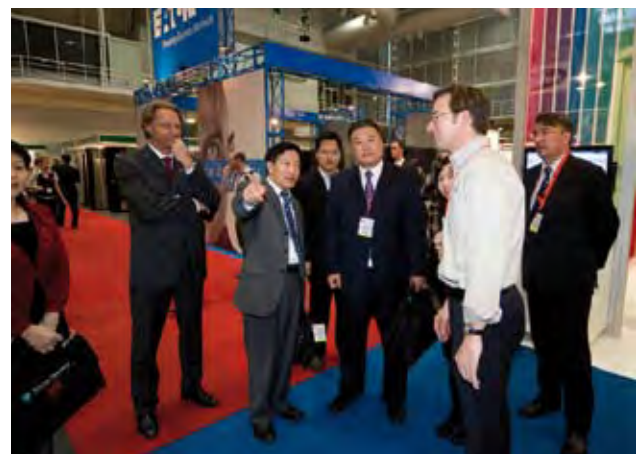
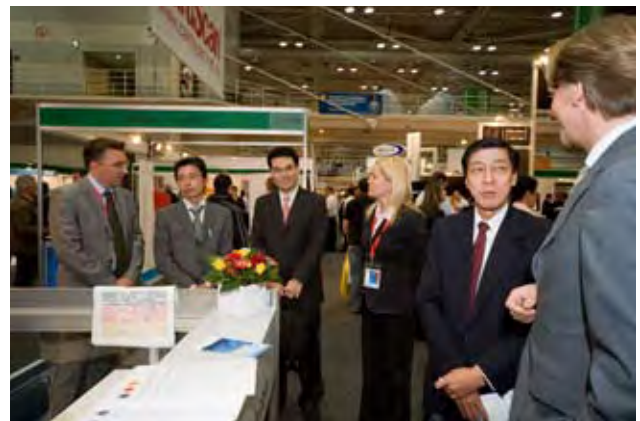
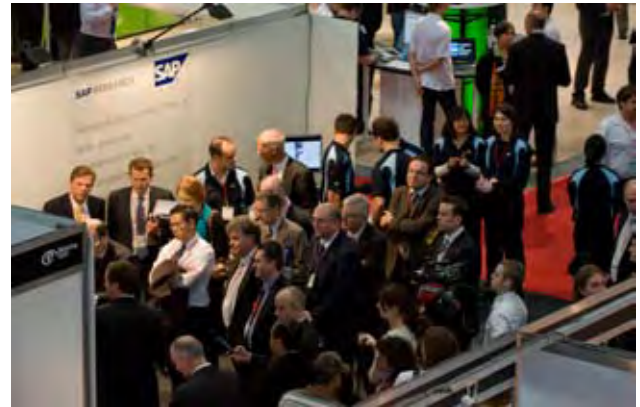
Trade and Government delegations came to CeBIT from the following countries:

- Brazil
- Chile
- China
- Germany
- Hong Kong
- India
- Indonesia
- Japan
- Philippines
- Papua New Guinea
- Sri Lanka
- UK

High profile dignitaries included:

The UK High Commissioner, the Right Honourable Helen Liddell, the Consul General of the Federal Republic of Germany, Mr Hans-Gunter Gnodtke, and the deputy director general of China's Shenzhen Municipal Government, Mr Wanjie Zhang, and Consul-General Nobuhito Hobo, The Consul-General of Japan in Sydney.

Delegations were given one-on-one briefings of offerings at stands mounted by such Australian government sector agencies as CSIRO, NICTA and AGIMO as well as local businesses and other international exhibitors.



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Regional Development



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EVENT SUMMARY

Monday 11th May

NSW Department of State and Regional Development Welcome Reception
VIP Dinner @ 41 for VIP Guests

Tuesday 12th May

Opening Ceremony
CeBIT Australia Exhibition
Mobility CIO Breakfast
Access Conference
AusInnovate Conference
Enterprise Conference
Austrade Networking Event
Innovation Nation Cocktail Reception



Wednesday 13th May

CeBIT Australia Exhibition
e-Government Forum
WebForward Conference – day one
Females in Information Technology and Telecommunications (FITT)
Philippine IT Services Business Seminar
The Government of South Australia Networking Function
ICT Celebration Dinner



Thursday 14th May

CeBIT Australia Exhibition
WebForward Conference – day two
The Australian Government CIO Roundtable



Show Floor Events

Hall 3

- Austrade Hospitality Lounge
- Austrade AI Group Seminars Cocktail Party
- BuddeComm Theatre

Hall 4

- Webciety
- Blogger Zone
- ZDNet Australia and CeBIT Emerging Innovation Awards
- Philippine Cocktail Networking Reception
- Full Code Press Group Event

Hall 5

- Rittal's Oktoberfest
- UK Trade & Investment's Whiskey Tasting Event

Tuesday 12th May



Access

New strategies in business communications



AUS INNOVATE

Capturing Australia's place in the global digital economy



Enterprise

Smart technology for better business

Wednesday 13th May



e-Government Forum

Your Bridge to a Connected Government



WebForward

Australia's premier Web, Search & eMarketing summit

Thursday 14th May



WebForward

Australia's premier Web, Search & eMarketing summit





Access

New strategies in business communications

12 May 2009
Sydney Convention & Exhibition Centre
Darling Harbour

Conference Topics

Session 1 - INFRASTRUCTURE & POLICIES

Keynote Address: What the NBN Means for You.
Improving ICT Infrastructure and the Opportunities for Australian Business and Society.
Panel Discussion: Australian National Broadband Network, Beyond the Politics – Open Access Networks.

Session 2 - WHAT THE FUTURE HOLDS FOR AUSTRALIA

How the Telecoms Industry has to prepare for the coming NBN.
Wideline – The Hervey Bay Model.
Panel Discussion: What the Future Should Look Like.

Session 3 - BUSINESS READY COMMUNICATION SOLUTIONS – REALISING UC BENEFITS

Visual Communication Across all Platforms.
Carrier Ethernet: Scalable Services for Business Ready Communications.
Virtual PBX – UC Over Internet Cloud.

Session 4 - WIRELESS – THE WAY TO GO

Motorola Airdefense Solutions - Fortifying Wireless Networks.
Applications & Business Case for 1 Gbps Fixed Wireless.
True Unified Communications – A Super Highway for IP and Cellular Wireless.



Speakers & Presenters

Senator Kate Lundy

Australian Government

Deputy Mayor Belinda McNeven

Fraser Coast Regional Council

Mr Andrew Cox

Sales and Marketing Director, IP Systems

Mr Ben Patullo

Managing Director, Enersus

Mr David Forman

Executive Director, Competitive Carriers Coalition

Mr Glenn Callow

General Manager, MyNetFone

Mr Ian Birks

Chief Executive Officer, Australian Information Industries Association (AIIA)

Mr Jim McGowan

Vice President of Strategic and International Accounts, BridgeWave Communications Inc. (USA)

Mr Maha Krishnapillai

Director of Government and Corporate Affairs, Optus

Mr Mark Blake

Vice President, Axia NetMedia Corporation

Mr Matt Healy

National Executive Regulatory & Government, Macquarie Telecom

Mr Michael Malone

CEO, iiNet

Mr Paul Budde

Managing Director, Paul Budde Communication Pty Ltd

Mr Peter Hitchiner

Board Telecommunications Member (ACS)

Mr Ronald van Kleunen

Principal Solutions Consultant, Wireless Security, Motorola Asia Pacific

Mr Rotem Salomonovitch

Metro Ethernet Forum Co-chair Australia & New Zealand and Deputy CTO APAC IP Competence Centre, Alcatel-Lucent

Mr Tony Boyd

Financial Services and IT Editor, Business Spectator

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Conference Topics

Session 1 - THE DIGITAL ECONOMY

Ministerial Address.

Panel Discussion: Identifying and Addressing the Issues in Creating the Digital Economy.

Keynote Address: Building an Instrumented, Interconnected and Intelligent Planet.

Session 2 - SECURITY

Setting the Scene for Security Issues in the Digital Economy: Cyber Security, Information Security, Identity Management, Trust and Privacy.

Maximise Value from Government ICT Programs.

Security: How Much is Enough and the Myth of "It's a Policy not Technology Issue".

Panel Discussion: Representatives of Government, Private Enterprise and the Security Address Key Security Concerns and Issues Surrounding the Digital Economy.

Session 3 - IMPLEMENTING INNOVATION

Keynote Address: The Fraunhofer Model: A Successful Approach to Speed up Innovation in the ICT Sector.

ICT and the Mining Industry Transition.

Innovation and Partnering.

Session 4 - THE ROAD AHEAD

What Needs to be Done to Address the Issues to Develop, Grow and Nurture the Digital Economy?

An Overview of Australia's Digital Economy and the Roadmap Ahead.

Panel Discussion: The Road Ahead.



Speakers & Presenters

Senator the Hon Stephen Conroy

Minister for Broadband, Communications and the Digital Economy

Dr Rod Badger

Chair, ICT Roundtable

Dr Manish Gupta

Associate Director, IBM India Research Laboratory

Dr Warren Harch

Deputy Chief Defence Scientist (Information & Weapon Systems), DSTO

Ms Narelle Clark

Director, Networking Technologies Laboratory, CSIRO ICT Centre

Dr David Skellern

Chief Executive Officer, NICTA

Mr Jack Cassidy

Managing Director, BearingPoint USA

Dr Mark Anderson

Chief, Command Control Communications & Intelligence Division, DSTO

Dr Chris Scott

Safety and Security General Manager, NICTA

Professor Dr Dieter Rombach

Executive Director, Fraunhofer Institute for Experimental Software Engineering

Mr Jock Cunningham

Leader of the "Transforming the Future Mine" theme, CSIRO

Dr Chris Goodes

General Manager Innovation – Recovery, Rio Tinto Technology & Innovation, Rio Tinto

Ms Mia Garlick

Assistant Secretary for the Digital Economy, Department of Broadband, Communications and the Digital Economy

Dr Attila Brungs

General Manager, Science Investment Strategy & Performance, CSIRO



Conference Topics Stream One

Keynote Address: From Here to the Cloud

Command – The Shifting Landscape

Session 1 - CLOUD COMPUTING – PLATFORMS IN THE CLOUD

Data Centre 3.0 – A Unified Computing Approach.
Technology Sustainability through Green ICT Design.

Session 2 - INFRASTRUCTURE IN THE CLOUD – A GREEN LIGHT FOR VIRTUALISATION & DATA STORAGE

Reducing Data Center Costs through Unified Storage Management –
A Case Study at BNZ.
Eliminating the Hidden Bottlenecks of Server Virtualisation with I/O
Virtualisation.
Modular, Scalable Data Centres – An Approach that Increases
Efficiencies and Reduces Costs.

Session 3 - ENTERPRISE COLLABORATION – BUSINESS 2.0

Setting the Scene for Enterprise Collaboration.
Web 2.0: How Businesses are Using Social Media to Spark Sales.
Enterprise Collaboration: Web Commuting – Creating an Office of
the Future.
The Future of Enterprise 2.0.

Session 4 - GREEN IT: ATTITUDE, STRATEGY, EXECUTION – AT TIMES OF FINANCIAL UNCERTAINTY

Cloud Ready.
Why Enterprise Software Needs a Touch of Facebook.
Business Computing in the Cloud: Where Business is Going.

Conference Topics Stream Two

Control – IT Security, Project Management and Applications

Session 1 - CONTROLLING THE ICT MANAGEMENT MONSTER

Developing High Performance Technology Teams.
Case Study: Doing Business in the Cloud: Why There's Never Been a
Better Time for Cloud Computing.

Session 2 - IT SECURITY

Protection through Reputation – The New Frontier.
Online Fraud and Threats Mitigation.
Case Study: Providing Secure & 'Family Friendly' Internet Access to
3+ Million Patrons Per Year.

Session 3 - APPLICATIONS IN THE CLOUD PART I – WEB AND MOBILE APPLICATIONS FOR BUSINESS

Setting the Scene for Enterprise Collaboration.
Web 2.0: How Businesses are Using Social Media to Spark Sales.
Enterprise Collaboration: Web Commuting – Creating an Office of
the Future.
The Future of Enterprise 2.0.

Session 4 - APPLICATIONS IN THE CLOUD PART II – WEB AND MOBILE APPLICATIONS FOR BUSINESS

Remote Support for a Mobile World.
Heads in the Cloud, Feet on the Ground.
Panel Discussion: Cloud Computing – Applications vs Platforms.

Speakers & Presenters

Mr Andrew LaCroix

Director of Systems Engineering, Founding
Employee, Neterion

Mr Anthony Rosenkowitz

IT Project Manager, McDonald's Australia

Mr Clayton Blake

Director, Fivium

Mr Craig Deveson

Chief Executive Officer & Founder, Devnet

Mr Craig Doyle

representing Pitcher Partners, Manager-SSHED
(Sutherland Shire Hub for Economic Development)

Mr Craig Sullivan

Vice President, International Products, NetSuite Inc.

Mr David Kaplan

Principal Security Architect, earthwave

Mr Dylan Morison

Cisco Data Centre Leader for Australia and
New Zealand, Cisco Systems

Mr Geoff McQueen

Managing Director, Hiive Systems

Mr Gianpaolo Carraro

Director, Developer and Platform Evangelism,
Microsoft

Mr Glenn Wightwick

CTO, IBM Australia

Mr Glynn Stokes

ANZ Senior Product Marketing Manager for
Enterprise Security, TrendMicro

Mr Graeme Philipson

Research Director, Connection Research

Mr Greg Singh

Principal Consultant, RSA

Mr H.R. Shiever

Managing Director, Citrix Systems Hong Kong Ltd

Mr Jeffrey Evans

Head of Marketing Capabilities, American Express
Australia

Mr John Martin

Consulting Systems Engineer, NetApp

Mr Marc Lehmann

Founder and CEO, Saasu.com

Mr Mark Kofahl

Managing Director, Solutions Outsourced

Mr Mark Roberts

IT Business Development Manager, Rittal

Mr Matthew Glotzbach

Product Management Director, Google Inc

Mr Michael Simon

President and CEO, LogMeln

Mr Michel van Woudenberg

Director Solution Consulting Asia Pacific, Oracle
Corporation

Mr Nathan Cochrane

SC Magazine Editor-in-Chief, Haymarket Media

Mr Paul Pettigrew

Managing Director, Mach Technology Group

Mr Simon Burke

Chief Executive Officer, IPScope

Mr Stefan Gillard

General Manager – Technology, Omnilab Media
Group

Ms Laurel Papworth

Social Network Strategist



Conference Topics

Session 1 - INSIGHTS AND ASPIRATIONS – VISIONS FOR THE FUTURE

Ministerial Address.

Keynote Address: Beyond Gershon - Management of ICT in the Australian Government.

Keynote Address: Korean E Government – Today and into the Future.

Keynote Address: The Web Based Service Society In 2019.

Session 2 - REALITIES AND RESOURCES – SUPPORTING e-GOVERNMENT AND THE GOVERNMENT'S REFORM AGENDA

Doing Business as Usual Better.

Australia.gov.au.

Business.gov.au.

Green IT: Minimising Environmental Impacts through Technology.

Session 3 - CONNECTIONS AND COMMUNITY – GETTING TOGETHER THROUGH WEB 2.0

Federal Government and e-Government Award Case Study.

The National Police Reference System – A Model of Interoperability and Connectivity.

Victorian State Government Case Study – youthcentral – Our Web 2.0 Journey.

Local Government Case Study – Mosman Council – Getting Value out of the Small Change.

Security in the Web 2.0 Environment.

Keynote Address: Where's your Web at?

Session 4 - SUPPORTING AND STRENGTHENING – HOW TECHNOLOGY IS HELPING TO CHANGE LIVES

Australian National University Case Study.

Helping to Close the Digital Gap between Technologically Rich and Poor Nations.

Growing Service Delivery with Technology.

Session 5 - OPTIONS AND OPPORTUNITIES – TECHNOLOGICAL CHANGE: 2010 AND BEYOND

Keynote Address: Business, Society & Our Digital Future.



Speakers & Presenters

The Hon Lindsay Tanner MP

Minister for Finance and Deregulation

The Hon Robert Swarten MP

Minister for Public Works and Information and Communication Technology, Member for Rockhampton

Ms Ann Steward

Australian Government Chief Information Officer, Australian Government Information Management Office, Department of Finance and Deregulation

Mr Sung-il Park

Director General, Informatization Strategy Office, Ministry of Public Administration and Security, Republic of Korea

Professor Dr Lutz Heuser

Executive Vice President – Head of Global SAP Research

Mr John Sheridan

Division Manager, Business Improvement, Australian Government Information Management Office, Department of Finance and Deregulation

Mr Peter Alexander

Branch Manager, Online Services, Australian Government Information Management Office, Department of Finance and Deregulation

Mr Mike Sibly

General Manager, Online Business Services, Department of Innovation, Industry, Science and Research

Mr Al Blake

Acting Chief Information Officer, Department of Environment, Water, Heritage and the Arts

Mr Ben McDevitt AM, APM

Chief Executive Officer, Crimtrac

Ms Luella Paine

Web Manager, Office for Youth, Department of Planning and Community Development

Mr Bernard de Broglio

Internet Coordinator, Mosman City Council

Mr Nigel Phair

Author of Cybercrime: The Reality of the Threat

Mr John Allsopp

Co-founder, Web Directions

Professor Shirley Gregor AO

Professor of Information Systems, Australian National University

Mr Ahmed Imran

Information Systems Researcher, Australian National University

Mr John Wadeson

Chief Executive Officer of Information Technology, Centrelink

Dr Bruce McCabe

Managing Director, S2 Intelligence Pty Ltd

Mr Laurie Wilson

Journalist, e-Government Conference Chair

In partnership with



Australian Government





Conference Topics Stream One

Keynote Address: Marketing to the Informed Consumer

e-Marketing & Search

Session 1 - INCREASING POSSIBILITIES IN ONLINE MARKETING

Building your Brand Online.

The Case for Brand Building Online – An FMCG Brand Study.

Session 2 - EFFECTIVE MARKETING ACROSS ONLINE AND MULTIPLE CHANNELS

Multi-Channel Intelligence for Data Driven Marketing.

Direct Marketing in a Digital World.

How Mobile Advertising can be Effectively Integrated into the Marketing Mix to Reach Customers, Anytime, Anywhere.

Session 3 - SEARCH ENGINE MARKETING OPTIMISATION - HOW TO GET A BETTER ROI FOR YOUR PAY-PER-CLICK DOLLAR

Online Conversions from 35,000.

Conversion Optimisation – Discover What Really Works and Why.

Methods for Increasing Campaign Conversions.

Session 4 - SMARTER STRATEGY MANAGEMENT USING SEARCH AND ONLINE MARKETING

10 Golden Rules for Online Marketing.

Cross Channel Impact of Search and Display.

Panel Discussion: Innovation in Online Marketing and Advertising – The Road Ahead.

Conference Topics Stream Two

Web & Mobile – Platforms and Applications

Session 1 - WEB AND MOBILE APPLICATIONS – RESHAPING THE WEB LANDSCAPE

Connected to the World 24x7 with the iPhone.

Critical Success Factors for Commercial Mobile Applications – Or How to Put Big Ideas Into Small Devices.

Session 2 - ENTERING INTO THE MOBILE ECO SYSTEM

Today: Mobile Internet, Tomorrow: What?

Panel Discussion: Where is the Online Mobile Market going?

Session 3 - SPECIAL UX SESSION: USER EXPERIENCE, THE KEY TO SUCCESS

Special Extended Presentation: Customer Experience – Online, Offline and On-the-move.

Panel Discussion: Usability.

Session 4 - BUILDING AN EFFECTIVE WEBSITE AND APPLICATION

CeBIT's Full Code Press Competition.

Test Early, Test Often.

Webciety: 7 Days, 7 Stages, 7 Steps to Success.

Full Code Press (Winner Showcase).

Speakers & Presenters

Dr Jackie Moyes

Executive Producer, truelocal.com.au

Dr Michael Harries

Director Strategy and Communications, Citrix Systems
CTO Office and Citrix Labs

Dr Nic Williams

CEO/Founder, Mocra

Mr Daniel Rowan

General Manager, Internetrix

Mr David Smith

General Manager, Site Intelligence

Mr Dmitry Baranovskiy

Developer, Atlassian

Mr Jason West

Founder, WebSalad

Mr Justin Davies

Director, Emergination

Mr Karim Temsamani

General Manager, Google Australia and New Zealand

Mr Keith Ahern

CEO, MoGeneration

Mr Malcolm Auld

Principal, Malcolm Auld Direct

Mr Mark Kofahl

Managing Director, Solutions Outsourced

Mr Mick O'Brien

VP Operations, APAC, Eyeblaster

Mr Nic Cola

Chief Operating Officer, Fairfax Digital

Mr Oliver Weidlich

Mobile Customer Experience Specialist, Ideal Interfaces

Mr Paul Fisher

CEO, Interactive Advertising Bureau

Mr Roger Hudson

Owner, Web Usability

Mr Russ Weakley

Director, Max Design

Mr Shane Morris

User Experience Evangelist, Microsoft Australia

Mr Siva Ganeshanandan

APAC Marketing Director, Autonomy Interwoven

Mr Thomas Arthur

General Manager Digital Marketing Services, Sensis

Mr Tony Keusgen

National Sales Manager - Technology, Google

Ms Emily Baxter

Marketing Director, CBS Interactive Australia

Ms Lisa Herrod

Usability Principle Consultant, Scenario Seven

Presenting Partners





Conference Topics Stream One

Keynote Address: Moderated Websites

Search, Location & e-Commerce

Session 1 - SEARCH ENGINE OPTIMISATION

Search Engine Optimisation: Is it More than Following the Rules?
Search Engine Optimisation in Further Depth.

Session 2 - LOCATION, LOCATION – ONLINE MAPS, LOCAL LISTING AND MOBILE SEARCH

Tapping into Mobile Search.
Local Search – How to Leverage the Consumer Uptake in Location Based Services.
The Relevance of "Local".

Session 3 - E-COMMERCE SPECIAL

Multistore Retailing – The Next Revolution in e-Commerce.
e-Commerce Solutions - A Marketer's Requirement.
e-Commerce - An Integral Part of the Supply Cloud.

Session 4 - IN-HOUSE SEO PLUS LIVE CLINICS

Managing an In-House SEO Program.
Live Clinic 101: Analysing your Websites.
Live Clinic 201: Interactive & Advanced Live Clinic.

Conference Topics Stream Two

Interact & Engage

Session 1 - SOCIAL MEDIA TAKES THE FRONT SEAT

Special Extended Presentation: The Theory and Practice behind.
Social Influence Marketing.

Session 2 - CAPITALISE ON SOCIAL MEDIA FOR BUSINESS

A Uniquely Un-Structured Social Session with Active Participation of the Audience.

Session 3 - WEB ANALYTICS, METRICS AND INFORMATION MANAGEMENT

The Future of the Web – The Semantic Web.
Web Analytics: How to Make Sense of the Data.
Identify, Target and Engage with Your Customers Like Never Before.

Session 4 - WHAT'S NEXT? THE FUTURE OF THE WEB

Panel Discussion: What's next for Australia's Digital Publishers?
Panel Discussion: The Future of the Web.

Speakers & Presenters

Dr Eng Steven A. Zielke

Founder and CEO of EyeT Communications and
Innovator of moderated websites (ModSite)

Mr Andy Jamieson

Founder, Switched on Media

Mr Bernard Tai

The Slink Team

Mr Gilad Greenbaum

CTO, Hannover Fairs Australia

Mr Gregan McMahon

Group Manager, Mobile | Digital Development, Sensis

Mr Hugo Ortega

Principal, Tegatech

Mr Ian Lyons

Social Media Director, Razorfish Amnesia

Mr Jeremy Bolt

Director, Bruce Clay

Mr John Allan

CEO, truelocal.com.au

Mr Joshua Hay

Chief Operating Officer, E-Web Marketing

Mr Jye Smith

Social Media Strategist, Switched on Media

Mr Mark Allison

Territory Manager for Australasia, WebTrends

Mr Michael Motherwell

Senior Search Consultant, WMS Consulting

Mr Michael Robinson

Chief Executive Officer – Media, News Digital Media

Mr Nick Hodge

Professional Geek, Microsoft Australia

Mr Paul Marshall

Executive Director, Salmat DigitalForce

Mr Peter Crowe

CEO, Quotify

Mr Rod Jacka

Managing Director, Panalysis

Mr Sebastian Chan

Head of Digital, Social & Emerging
Technologies, Powerhouse Museum

Mr Simon Wright

Owner, Whirlpool Forum

Ms Jane Huxley

General Manager for Media, Fairfax Digital

Ms Jasmine Batra

Director, Arrow Internet Marketing

Ms Kate Carruthers

Director, Digital Business Group

Ms Laurel Papworth

Social Network Strategist

Ms Wendy Hogan

Vice President and Managing Director, CBS
Interactive Australia

Stilgherrian

Freelance Writer and Commentator

Presenting Partners





Welcome Reception for International Visitors and VIPs

In conjunction with the major sponsor, the New South Wales Department of State and Regional Development, a welcoming event was hosted at NSW's Government House for international and VIP guests. The event offered Australian ICT, Business and Government leaders an invaluable opportunity to meet and rub shoulders with their international peers and counterparts, and share ideas and discuss business opportunities in an informal and historic setting.

With thanks to our special guests:

Senator the Honourable Stephen Conroy
Minister for Broadband, Communications and the Digital Economy

The Honourable Ian MacDonald
Minister for State Development

Dr Michael Witter
Ambassador for the German Embassy

Mr Hans-Günter Gnodtke
Consulate General of the Federal Republic of Germany

Mr Barry Buffier
Director General, NSW Department of State and Regional Development



Department of State and
Regional Development



A Celebration of Ideas

Innovation-Nation

Celebration of ideas

The close of CeBIT Australia 2009's AusInnovate Conference on day one of the event, saw the focus shift to Harbour's Edge venue close by the Sydney Convention and Exhibition Centre for Innovation Nation, a Cocktail Reception hosted in conjunction with leading Australian Research and Development Agencies NICTA, CSIRO ICT Centre and DSTO.

More than 400 senior executives and VIPs from the country's ICT and innovation sectors took the opportunity to follow up the discussions and presentations of the day with the opportunity to celebrate the country's entrepreneurial spirit, network and exchange ideas over drinks and food and enjoy the entertainment at the scenic venue.

Dr David Skellern
Chief Executive Officer, NICTA

Gary Morgan
Deputy Director, CSIRO ICT Centre

Dr Warren Harch
Deputy Chief Defence Scientist, DSTO

Dr Andreas Gruchow
Board Member of Deutsche Messe AG



In partnership with



Sponsored by



The e-Awards for Excellence in e-Government

The traditional highpoint of CeBIT Australia, the ICT Celebration on the night of May 13 brought together more than 450 guests representing the elite of Business and Government to meet delegates from the Information and Communications Technology industry to relax, enjoy the hospitality and be entertained and dance to the jazz-swing fusion sounds of guest band The Martini Club.

As well as listening to presentations from the Honourable Helen Liddell, British High Commissioner to Australia, and Ms Ann Steward, the Australian Government Chief Information Officer, dinner guests payed tribute to excellence in ICT through two major events – the announcement of the winner and finalists of the Excellence in e-Government Award (e-Award) by the Australian Government Information Management Office (AGIMO) and the CeBIT.AU Awards for outstanding achievements in the technology industry.

Winner e-Award 2009

Department of Immigration and Citizenship
Visa Wizard and Citizenship Wizard

The project comprises an interactive, client self-service tool designed to provide prospective travellers and migrants with tailored information about their visa options as well as citizenship information to clients based on their individual circumstances. Both “Wizards” are available via the Internet 24 hours a day, seven days a week from anywhere in the world.





Australian Government

ICT CELEBRATION DINNER

The e-Awards for Excellence in e-Government



Department of Immigration and Citizenship
Visa Wizard and Citizenship Wizard



Australian Bureau of Statistics
CDATA on line

Department of Immigration and Citizenship
eVisitor online

Tablelands Regional Council
Northern Queensland Wildfire Mitigation Project



Australian Taxation Office's (ATO's)
Pre-filling of Income Tax Returns

Australian Taxation Office's (ATO's)
Tax Office eLibrary

Child Support Agency
Child Support Estimator

**Department of Employment, Education
and Workplace Relations**
Parliamentary Document Management System (PDMS)

IP Australia
AusPat

**Victorian Department of Planning
and Community Development**
youthcentral online initiative



Immigration wins Australian Government Award



An Internet-based tool that provides prospective travellers and migrants with tailored information about their visa options has been awarded the Australian Government's e-Award for Excellence in e-Government for 2009.

Minister for Finance and Deregulation Lindsay Tanner said that the Department of Immigration and Citizenship's (DIAC) Visa Wizard and Citizenship Wizard project had developed an interactive, self-service tool for people seeking information about visa and citizenship requirements in Australia.

Lindsay Tanner said: "This award recognises the most outstanding initiatives in e-Government that have been implemented in the past year."

"In deciding on this award the positive impact the initiative has had on the lives of Australian citizens, the community and business is assessed, as is the project's ability to improve the efficiency and effectiveness of government administration and service delivery."

"The Visa and Citizenship Wizards highlight how ICT can be resourcefully applied to the delivery of government services, not only for the benefit of our citizens, but also for prospective Australians and visitors to our country."

The DIAC Visa Wizard provides prospective travellers and migrants with tailored information about their visa options, and the Citizenship Wizard provides citizenship information to clients based on their individual circumstances. Both Wizards are easily accessed via the Internet 24 hours a day, seven days a week from anywhere in world.

In addition to receiving the e-Award for Excellence, DIAC was highly

commended for its eVisitor project, an online electronic travel authority service that allows European Union Nationals to electronically lodge applications.

The Australian Bureau of Statistics' CData Online tool and the Tablelands Regional Council's Northern Queensland Wildfire Mitigation Project were also recognised for their excellence in e-Government initiatives and received highly commended awards.

"These products help highlight Australia as an innovator in the development and delivery of e-government services and promote further innovation in the Government sector," Lindsay Tanner said.

The other finalists for the e-Award for Excellence in e-Government were:

- The Australian Taxation Office for the Pre-filling of Income Tax Returns service and the Tax Office eLibrary;
- The Child Support Agency for the Child Support Estimator;
- The Department of Employment, Education and Workplace Relations for the Parliamentary Document Management System;
- IP Australia for the AusPat electronic patent data system; and
- The Victorian Department of Planning and Community Development for the youthcentral online initiative.



Australian Government

CeBIT.AU AWARDS



Recognising the year's most outstanding achievements and excellence in the Australian and New Zealand information and communications technology industries, the CeBIT.AU Awards carry the full weight of the CeBIT brand, one of the most recognised non-vendor technology brands in the world. Open to all exhibitors of products and services at CeBIT Australia 2009, the awards recognise excellence in six categories covering Entrepreneurial Excellence, New Media, Engineering Design, Business Benefits, Innovation and Export Excellence. Award winners will be able to use the awards' branding on their website and marketing material for a full year following CeBIT Australia 2009.

CeBIT.AU Business Awards 2009: Winners and Finalists



CeBIT.AU Award for Entrepreneurial Excellence 2009

Winner: **Vololink**

A leading developer of hardware and software for business using 3G wireless technology.



CeBIT.AU Excellence in New Media Award 2009

Winner: **Siteflex**

The first Australian Web CMS to successfully integrate the Google Analytics Data Export API into both the Mailflex module and Siteflex itself.



CeBIT.AU Engineering Design Award 2009

Winner: **eWay**

A Canberra-based global payment gateway provider that was also a winner in last year's CeBIT.AU Awards.



CeBIT.AU Business Advantage Award 2009

Winner: **Sensis**

Telstra's business information services provider.



CeBIT.AU Early Innovators Award 2009

Winner: **Hiive Systems**

A builder of web-based software for staff in professional services companies.



CeBIT.AU Platinum Award for Export Excellence 2009

Winner: **Intranet DASHBOARD**

An Australian-developed intranet management system developed by the Adweb Agency.



KEY VISITOR DATA

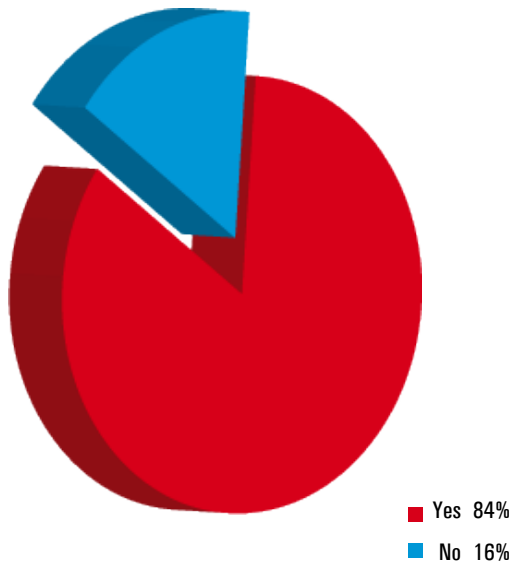
Despite a challenging economic climate, visitor numbers to CeBIT Australia 2009 were still strong, reflecting the widespread realisation by businesses and organisations of all types of the role information and communications technology can play in helping streamline processes, cut costs and achieve growth outcomes. The quality of visitors, and the level of decision making and the industry sectors they represented, was of a particularly high calibre, a factor that was noted by a majority of event participants.

29,403

visitors



Have you found any new technology, potential suppliers or competitors?

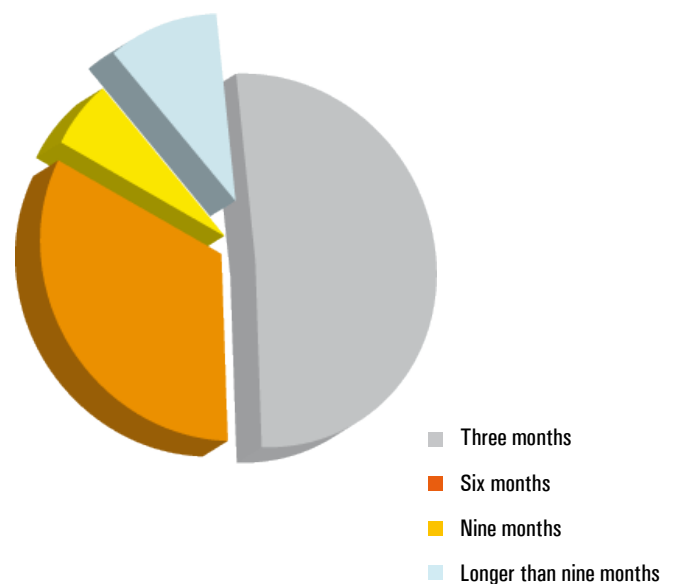


Do you expect to make purchase decisions later as a result of CeBIT Australia?

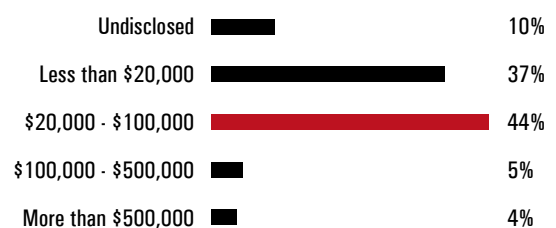


If yes, expect future purchasing decisions-

a. When do you expect to make these decisions?



b. How much do you expect to spend?



VISITOR SURVEY

Has CeBIT Australia met your expectations?



Are you satisfied with the quality of exhibitors?



Did you achieve your goals in coming to CeBIT?



And in 2010? Visitors' intentions

Will you come back to CeBIT Australia in 2010?



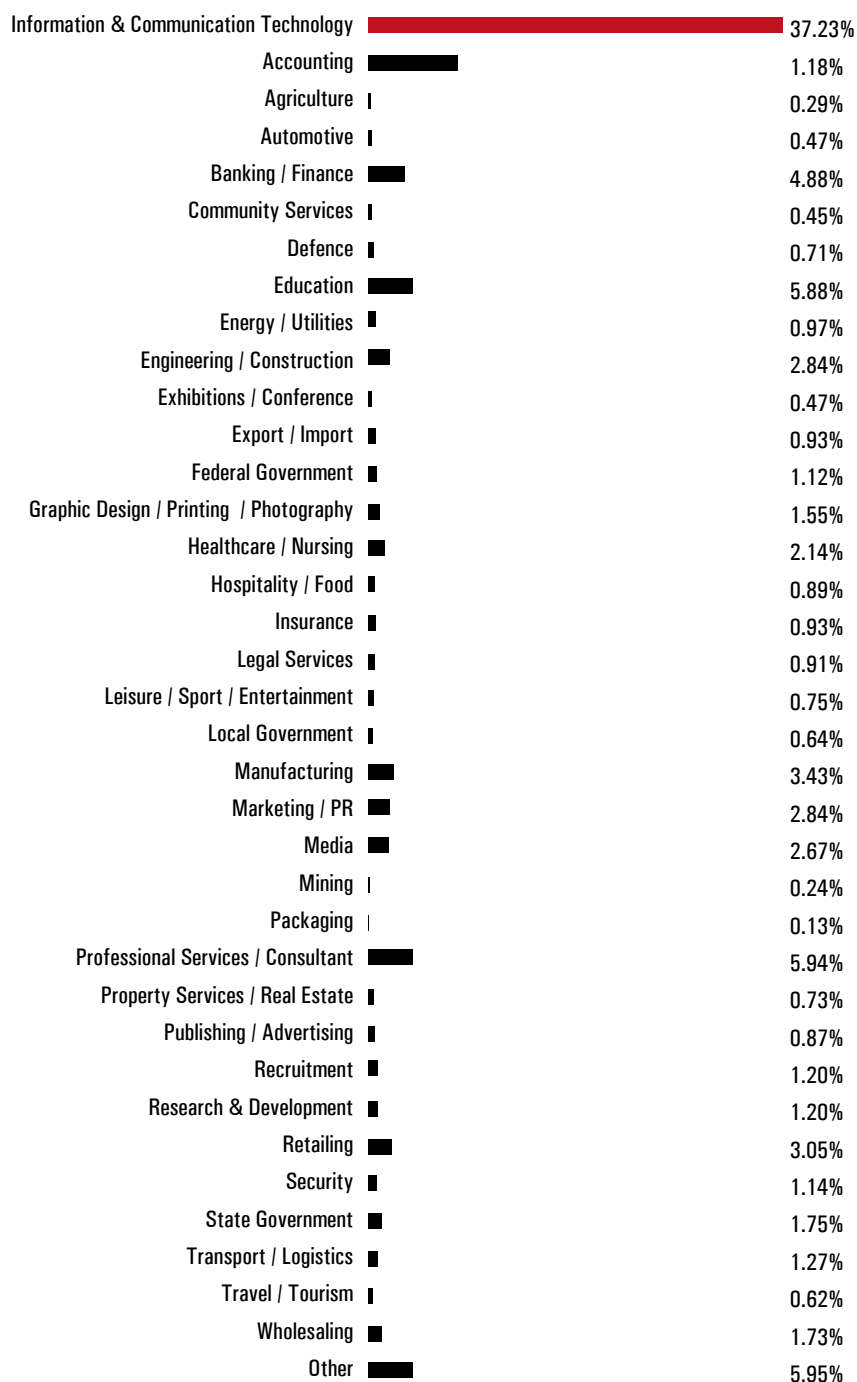
More so than ever, this event is about networking. You just meet people you might not ordinarily meet, and it can lead to things you haven't thought about.



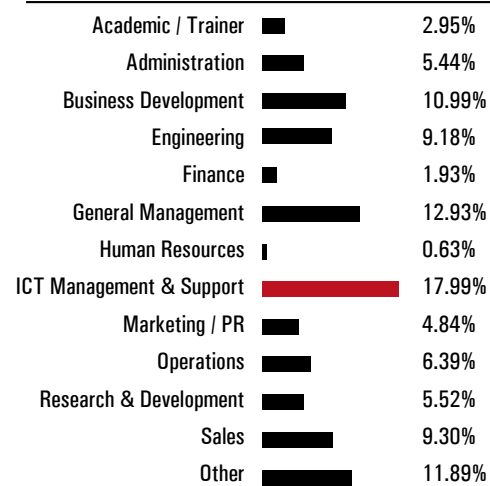
Matt Bullock
Chief Executive Officer
eWay



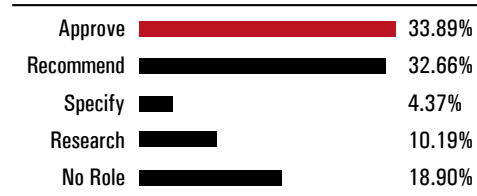
What industry does your company or organisation belong to?



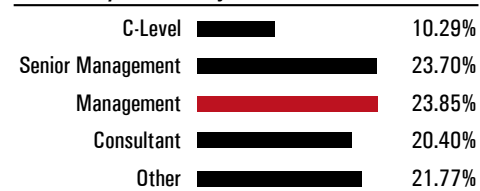
Job Function Discipline



What role do you have in the purchase of information and communications technology for your organisation?



What is your main job level function?





What are your business objectives for visiting CeBIT Australia?

Locating / buying ICT products and services for my company	<div></div>	35%
Seeking products to resell / distribute / export / import	<div></div>	27%
Forming business partnerships	<div></div>	38%
Learning about new ICT products, services and solutions	<div></div>	78%
Exploring investment opportunities	<div></div>	19%

ICT Field / ICT Interest

ICT Channel	6.97%
Business Software	19.23%
Clean Technology	4.72%
Components & Peripherals	6.30%
CRM	6.89%
Data Centres	6.50%
Digital & Mobile Content	8.52%
e-Commerce & e-Finance	8.81%
e-Government	4.07%
e-Health	3.36%
e-Marketing & SEO	6.65%
Export Alley	0.87%
Imaging and Printing	4.82%
IPTV and Web TV	4.40%
IT & Managed Services	19.52%
Mobile Computing	12.26%
Navigation & Telematics	1.93%
Open Source	4.57%
Research & Development	6.01%
Reseller IT	6.32%
Retail IT	5.17%
RFID	2.92%
Satellite & Broadcast	2.71%
Skills Alley	1.29%
Smart Card	2.57%
Supply Chain	3.23%
Telecommunications and Mobile	18.52%
VoIP & IP Comms	12.28%
Web Applications and Web 2.0	12.02%
Wireless and Networking	14.41%
Other	10.88%

How many employees are in your organisation?

1 - 24	47.35%
25 - 49	7.82%
50 - 99	6.49%
100 - 499	11.94%
500 - 999	4.53%
1,000 - 4,999	7.81%
5,000 +	14.07%

What is your organisation's annual turnover?

Less than \$100k	17.29%
\$100k - \$250k	10.62%
\$250k - \$500k	7.70%
\$500k - \$1mil	8.71%
\$1mil - \$5mil	17.22%
More than \$5mil	38.45%



What is your organisation's ICT budget in the current financial year?

Less than \$10k	19.44%
\$10k - \$100k	23.47%
\$100k - \$500k	9.18%
\$500k - \$1mil	4.34%
\$1mil - \$5mil	4.68%
More than \$5mil	8.54%
Not sure	30.35%

KEY MEDIA DATA

CeBIT Australia 2009 generated strong media interest in both the lead-up and during the event, with such hot-button and topical issues as the Gershon Reform of Government ICT procurement and management and the Federal Government's National Broadband Network plans. Beside high profile and influential national and state daily media from the full media spectrum - print, broadcast and electronic – bloggers and social media forums covered the event, with online and trade publications accounting for extensive coverage.

354

Media Attendees

109

Countries Online Visitors

186

Journalists

MEDIA ATTENDANCE AND COVERAGE

The Australian
 Sydney Morning Herald
 Australian Financial Review
 Daily Telegraph
 The Age
 Herald Sun
 Sky News
 ZDNet
 MISaustralia.com
 ARN
 ABC
 SBS
 CRN Australia
 Dynamic Export
 iTWire
 Tagmotion Pty Ltd
 Surecom Pty Ltd
 Fairfax Digital
 Latest-G
 Govt Chief Information Office
 Ideas for Sale
 eightfour
 Adaid
 Regal IT
 AUSTSTOR (ADS)
 MP3ED
 Trigora
 Netregistry Pty Ltd
 Platform Digital
 Creativon
 Cleartext
 Apex Pacific
 Securus Global
 DEJAN SEO
 Media Monitors
 Try and Byte
 E-Jay & Associates
 MIDlamore
 Latest-G
 CBS Interactive
 BIZITMEDIA Consulting Pty Ltd
 Wordware Pty Ltd
 Sana Computer Solutions
 Amnesia Razorfish
 Blindoptimists
 Latest-G
 OctopusTravel.com
 Pearl
 AGBG
 Switched
 Collections Australia Network
 Plutext
 www.mobiliious.com
 The Wellingtonista
 AdWords Management
 JCurve Solutions
 Vquence
 Beyond This Horizon.com
 Digital Content Networks
 Kineo
 XCentral
 Storyz

AdWords Management
 Roy Morgan Research
 Hotmoss Media
 Yodel Australia
 Infomedia
 Dynamic Property Group
 Block Networks
 E-Web Marketing
 Branded Knowledge
 Gen-i
 Cool Art Design
 Logan Nathan
 Lighthouse Comms
 Six Degrees Asia
 internetretailing.com.au
 E-Web Marketing
 SitePoint
 Soholutions Ltd
 thequality.com
 Media Lane
 Results Media
 Ferzen
 Tel. Pacific Limited
 Gizmag
 Softmarts.com co.,ltd
 Haute Today
 Content + Technology
 Hyper MP
 Computer Information Agency
 FinAdvice
 newmatilda.com
 The CLIVEvideo Project
 Mobile Monday Sydney
 Mind Fields Consulting
 Cyrius Media Group Pty Ltd
 Petty Fiefdom Media
 Shifted Pixels
 Forrester
 Lifestyle Aspirations
 BrandManager
 themoblab.com
 AdWords Management
 Software Shortlist
 green light media
 Haymarket Media
 Petty Fiefdom Media
 eurekamedia-photos
 Alchemedia Publishing
 The Intermedia Group
 Gestalt Communications
 unseentv
 LagrangePoint Media
 Intermedia
 Haymarket Media
 Our Manly
 CBS Interactive
 fairfax
 LinkedIn
 ACP Magazines
 News Intl Ltd
 BYTEXT
 Intermedia

PC World USA
 NetCast Australia
 DDavis LTD
 VBtheDog Productions Pty Ltd
 Triton Secure
 Haymarket Media
 IDG Communications
 News Corp - Cumberland
 CBS Interactive
 NitroWare.net
 The Inquisitr
 JargonMaster
 Text Pacific
 ultraverse
 Radio 2RDJ
 Truck Power Media Group
 sydney social diary
 Reuters
 Yonhap News Agency
 Retail Media
 Iblott.com
 News Ltd
 Edge Of The World Media
 South Pacific Science Press
 Flow Interactive
 Rollerblading.com.au
 Connection Magazines
 ACP
 ggii.info
 science press
 Nett magazine
 Text Pacific Publishing
 Intermedia Group
 CHOICE Australia
 Radio 2RDJ
 The Rust Report
 Best Enterprises Holdings Pty Ltd
 Communications Day
 DD Tv
 Westwick-Farrow
 Gartner
 Future Publishing Australia
 TruckPower Media Group Pty Ltd
 Allure Media
 Sproog Media
 Derwent Howard Media
 Rose Publishing Co
 Decisive Publishing
 Neo Tokyo Media
 R&D Media Pty Ltd
 communicator media consultants
 Silicon Chip Publications
 ABC Radio Australia
 Retail Media
 DD Electronics
 Byteside
 Stilgherrian
 BFS Verlag
 Australian Consumers Assoc
 Business Spectator
 windeyers
 Media Advantage



Chance for co-operation: Andreas Gruchow and Jackie Taranto see the opportunity for the nation's infrastructure to get off the ground

Picture: Bob Finlayson

CeBIT, a place for nation to click

Andrew Colley
Infrastructure

NEVER, it could be argued, will the symbiosis between Australia's government and its innovators be more closely shared than when the country's largest technology circus opens in Sydney today.

Hannover Fairs Australia will be relying on interest in the federal Government's \$43 billion national broadband network to get its CeBIT Sydney event through the deepening global financial crisis. On the flip side, the federal Government is hoping the NBN will spur the innovators walking the showroom floors to help get us all through the crisis.

CeBIT's speaker line-up in-

cludes NSW Premier Nathan Rees, federal Finance Minister Lindsay Tanner, federal Communications Minister Stephen Conroy and backbench tech evangelist Kate Lundy.

Andreas Gruchow, a member of the board for Hannover Fairs' parent organisation, the German Government-owned Deutsche Messe, said the NBN project was as critical as rail and transport to Australia's economy.

"I realise being here in CeBIT Australia that the Government in Australia is doing a lot for supplying a certain level of infrastructure and certain rules and regulations which is necessary for doing so especially supplying a certain level of infrastructure for

every part of Australia," he said. Senator Conroy has asked technology innovators at the event to take the opportunity with both hands.

"For those here at CeBIT, the NBN represents the foundation for the future of your businesses," he said.

"Companies and other organisations across the economy will increasingly demand new connected digital technologies — and here lies the opportunity for innovators. The Government has a strong resolve to implement this essential enabling platform and I encourage industry to grasp this opportunity with both hands."

Late last month Hannover Fairs managing director Jackie

Taranto said floor space take-up for the event was down 20 per cent, but visitor numbers were on track for an attendance record.

Dr Gruchow said he was confident the event would strengthen despite the global downturn. Smaller second- and third-tier events tended to suffer during a financial downturn while exhibitors and innovators focused their efforts on large events.

The eGovernment forum and interest in green technologies are highlights of the event expected to help bring the majority of sets of feet through the doors at CeBIT this year. But its organisers are expecting a good many of those to wander to its new Webcity stand. Built in a haphaz-

ard fashion to match the experience of using the internet Webcity has proved highly successful for promoting web technologies that have proved tricky to promote in conventional "touch-and-feel" exhibitor stands.

Web services are displayed on large screens and, ignoring the fates of Wil Anderson and Gretel Killeen at The Logies, audiences are encouraged to participate in presentations using Twitter applications on their mobile phones.

Eye-T managing director Steven Zielke, who will be presenting a new virtual guide system for web navigation at the stand, said he had generated 550 leads in five days using the stand at CeBIT Hannover early this year.

Forget golf, Twitter can help lift your game

By Cynthia Karna

TWITTER seems to be everywhere and businesses are starting to take advantage of it.

Leah Maclean uses Twitter to promote her online design and strategy business, Working Solo (workingsolo.com.au).

"It's fairly basic and simple to understand," she says. "It's about developing relationships. I get 90 per cent of my clients through word of mouth. My business comes from people knowing me."

"I started Twittering people I knew and then started following people they followed and their conversations. I might follow a new person and make a comment. I enter conversations and answer questions related to my area (of expertise). I send people handy tips and information through Twitter."

Twitter saves Maclean from having the same conversation many times with different people. She can instantly send the same message out to many people. It's a faster networking tool than the weekly golf game.

If someone follows Maclean on Twitter, she'll thank them for following her but she'll also look at their website and offer them feedback if they want it. "I do it by being helpful. A softly, softly style is better than a hard sell."



Networking ... (left) last year's CeBIT exhibition; and (above) Leah Maclean.

Twitter can also be used to get existing customers to recruit new customers, says Ian Lyons, a social media director at digital agency Amnesia-razorfish (amnesia.com.au). Lyons is a speaker at CeBIT's two-day WebForward conference, which discusses how to bring in new customers online.

"Word of mouth has moved online. Find out where your customers are having online conversations - Twitter, Facebook, forums or email distribution lists," he says.

"These online spaces are a great

place to start listening to your customers. Listen and observe is the first step. Don't start marketing yourself immediately.

"Businesses can learn about customers by listening well. Customers don't talk about your products the way you do, so you can listen and change your marketing to be more in line with your customers."

Use search.twitter.com to find conversations on specific topics on Twitter or find other online conversations using Google.

"And once you start leaving com-

ments, people will find you through Google as well," he says.

Lyons suggests that after listening, businesses look for customer needs and then interact.

"If someone is having a hard time with something, maybe you can help them. You can follow conversations and you might see some unmet needs," he says.

"What would you do face to face? If you're good at listening, you don't rush in with a solution. You listen really well first and then ask: would this be useful to you?"

News

EPCmagic Mirror for CeBIT

6 May 2009

Visitors to CeBIT Australia will have a chance to try out an exciting new application of EPC/RFID (Electronic Product Code/Radio Frequency Identification) technology which is set to change the face of retailing.

GS1 Australia will be exhibiting the EPCmagic Mirror at the three-day technology exhibition and conference in the Sydney Convention & Exhibition Centre on May 12 to 14.

The mirror uses GS1 EPC/RFID technology to display key product information such as available sizes, colours and prices, as well as the most appropriate accessories, as shoppers try on their clothes.



The EPCmagic Mirror is based on the GS1 EPCglobal standards and features an integrated RFID reader which picks up information from EPC/RFID tags on clothing and uses this information to display the details the store wants shoppers to see.

Using the EPCmagic Mirror, shoppers will instantly see which sizes and colours are available in their garment, pricing information and tips and advice showing which accessories will go best with what they are wearing.

The mirror is the culmination of a concept promoted by GS1 Australia and six months of development by NEC, combining its RFID,

digital signage, LCD and broadband network technology expertise.

The final product is a complete solution that is aimed at helping retailers, shop fitters and point-of-sale specialists better provide relevant information to their customers.

The technology integrates NEC's digital signage software, providing retailers with a complete solution to alert shoppers of relevant offers and promotions that cut through the advertising clutter.

GS1 Australia's Deputy CEO and Chief Operating Officer Mark Fuller says the project has demonstrated that EPC/RFID standards can be used in applications well beyond those of the traditional supply chain to provide more value and return on investment (ROI) to those wishing to adopt EPC/RFID as a technology.

Contact this company

CeBIT visitors up but exhibits down

Andrew Colley
Trade shows

THE organisers of the Sydney leg of Hannover Fairs' CeBIT technology show say the event is expected to bring in a record crowd, despite a 20 per cent drop in exhibition space.

CeBIT Australia managing director Jackie Taranto said 30,000 visitors had registered for the event, which opens on May 12. That was about 5500 more than the number of visitors who had registered for the event at the same stage of its preparation last year.

Exhibitor numbers were expected to be down, Ms Taranto said. The event's organisers were expecting to sell 20 per cent less floor space compared with the 2008 show.

"While there has been a consolidation of some of the square metres that some of the companies have taken, they're still showing and they're still participating, and we still have a large variety of companies and square metres taken. It's just not where it was last year," she said.

But Ms Taranto said: "I still think it's doing very well."

Last year the event drew 35,173 visitors and 753 exhibitors.

Ms Taranto said the company was on track to set a new record for visitor numbers.

CeBIT Sydney was yet to confirm final exhibitors, but the primary exhibitor count was about 450.

The final number would not be known until prime exhibitors



Doing well: Jackie Taranto

reported the number of ancillary and associated exhibitors they expected to join them at the event, but Ms Taranto anticipated it would surpass 500 exhibitors.

Doubts over the event's success emerged in February, when the flagship leg of the event held in Hannover, Germany, reported a 26 per cent drop in exhibitor numbers to 4300, compared with 5845 the year before.

At the time, Ms Taranto said the company was ahead on floor space sold compared with the same stage of the event's preparation the year before.

The big topics for the event this year are expected to be voice-over-Internet protocol, cloud computing and software as a service, all technological fields that are likely to help businesses cut costs.

1. Sydney Morning Herald, May 5
2. Sydney Morning Herald, May 19
3. australianit.news.com.au, May 26

CeBIT09: Telstra still a regulatory threat, say iiNet and Optus



By **Ry Crasler**
12 May 2009 11:08AM
Tags: [cebit](#) | [telstra](#) | [optus](#) | [inet](#) | [regulatory](#) | [policy](#) | [framework](#) | [nbn](#) | [conroy](#)

iiNet chief Michael Malone has urged Senator Conroy not to put the development of a telecommunications policy framework on the backburner following the change of leadership at Telstra.

In an address to the Access conference at CeBIT today, Malone outlined a number of concerns the ISP has with the ongoing NBN process.

One of his principal concerns is that Senator Conroy will delay the development of a telecommunications policy framework designed to break Telstra's grip over the sector.

He described in detail ways he believed Telstra had stifled competition and infrastructure investment over a number of years, and warned that the problems could still resurface if core policy issues remain unaddressed.

"We now have two new people running Telstra and they appear to be speaking all the right words, but having two nice people in charge doesn't change the fact they still have complete dominance of the Telco industry," Malone said.

"They could still go and put two nasty people back in charge [in the future]. The real worry is that the Government puts its policy development on the backburner because it's not so urgent now that there is more benign leadership at Telstra."

Malone's calls were backed by the director of government and corporate affairs at Optus, Maha Krishnapillai, who called on the Government to push through an appropriate regulatory framework before Christmas.

"A change of CEO and chair does not change the incentive for Telstra to behave in a certain way and doesn't change anything on the potential for market power [abuse]," Krishnapillai said.

"If we don't get regulatory reform decisions right we'll be heading into the NBN world in an untenable position. Changes really need to be driven through legislation in the Senate."

Malone said Telstra Wholesale pricing continues to stifle competitor investment in DSLAMs.

"iNet needs 170 people on an exchange in metro Australia to justify putting in our own DSLAM, yet we have 2000 customers on the Geraldton [WA] exchange alone but find it difficult to get a return," Malone said.

"Since Telstra turned up the price of backhaul it's been uneconomic [to roll out a DSLAM there]. The price from Geraldton to Perth is 100 times that from Parramatta [known as Sydney's second CBD] to Sydney."

"Metro equivalent pricing for regional backhaul is critical. If it's delivered in the next 12 months [through the Backhaul Blackspot scheme] we'll be able to enable exchanges in WA and also right along the Eastern seaboard."

Malone also expressed concerns that the Government may legislate against competing internet technologies to increase short-term take-up of NBN services.

He used the example of iiNet still having a large proportion of customers on dial-up connections as an example of the challenge faced by the Federal Government.



RELATED ARTICLES

[Optus joins ISP net filter trials](#)
[Optus remains Conroy's last big fight](#)
[ISPs line up for slice of \\$250m back](#)
[NBN: Conroy gets his 'geek hat' on](#)
[Conroy uses iiNet case to sidestep](#)

All wired up for electric opportunities

Cynthia Karena
May 12, 2009
[Next](#)

BEING an early adopter of technology can benefit small and medium businesses, says the director of the CSIRO ICT Centre, Alex Zelinsky.

He says there is increasingly "a need to collaborate with others in terms of sharing information", and new online collaboration tools allow businesses to do this.

CSIRO is a co-organiser of CeBIT's AusInnovate conference ([cebit.com.au/conference-program/ausinnovate](#)), which discusses innovation strategies and where business opportunities lie. There will be networking sessions with technology researchers, entrepreneurs and venture capitalists, as well as discussions about how local businesses can tap into global growth opportunities.

Zelinsky says the internet opens the world up to businesses.

"Australia is investing in the National Broadband Network [super-fast broadband], which is connecting Australia to the world. The internet is the first true global platform that exists and it creates enormous opportunities for business. Any business can collaborate with anyone in the world to develop products."

"A future trend is using technology to help you concentrate on your core business and outsource other parts. You could use the internet to assemble a team and collaborate with them."

Technology can provide products and solutions that "add value" to industries such as mining, agriculture and marine industries, Zelinsky says.



Tech talk ... Alex Zelinsky of CSIRO.



Stay up to date ... CeBIT organiser Jackie Taranto.

The tech whiz to help your biz

SMALL and medium businesses that invest time in understanding technology can save thousands of dollars, says Jackie Taranto, organiser of next week's CeBIT in Sydney.

CeBIT is Australia's annual three-day business technology exhibition and conference series, which this year is on from May 12-14.

Taranto, who is the managing director of Hannover Fairs Australia, says attending CeBIT provides businesses with the knowledge to lower costs and improve productivity.

She says a key way for businesses to save money is by accessing applications on the internet. "Instead of buying an off-the-shelf package, businesses can get Software as a

Service [SaaS] through the cloud [the internet]," she says. "With SaaS, businesses are paying only for what they use and they don't have to invest in hardware."

Social networking is another concept businesses need to understand and get comfortable with, Taranto says. "Twitter has a 1000 per cent growth in Australia. It's part of the future. At CeBIT, we'll have live Twitter discussions and demonstrations on the floor, we'll have all the experts and the companies that do it best in Australia," she says.

A business website is another area businesses don't use to full advantage, she says. "Having an online web presence is not enough. Busi-

nesses need to know how to make the most out of the web. [For example], can your web features be picked up on a mobile phone? We have a two-day conference, WebForward, focusing on how to get the best out of the web. What you can learn in two days can save you money and frustration.

"You can't learn it in a course as the web is moving and changing. You need to talk to the experts who can give you the latest up-to-date tips and information."

Another key issue for businesses is the National Broadband Network (NBN) the Federal Government is building over the next eight years. This network impacts every business, Taranto says. "Unless you understand NBN, you might invest in a communications package that might be defunct."

Areas of growth, according to Taranto, are in green IT to save on energy costs and using technology in e-health and e-learning. "Retail online also has strong growth - Amazon is doing extremely well."

CeBIT gives businesses the opportunity to talk with many experts in these fields over three days in the one place. Taranto says businesses "need the knowledge to understand the opportunities. Otherwise they could invest in the wrong technology."

Cynthia Karena

The little Aussies that could

Cynthia Karena

SMALL entrepreneurial Australian technology companies are diligently developing innovative ideas here and launching them globally.

Online payment company eWAY ([eway.com.au](#)) is launching in New Zealand and Britain. Wireless device company Vololink ([vololink.com](#)) has made inroads into Africa, South America and South East Asia.

Last week the CeBIT AU Excellence in Engineering Design Award 2009 went to eWAY. Awarded for excellence and elegance of design in a hardware product sold in the Australian market, it is eWAY's third CeBIT award in a row.

The CeBIT AU Award for Entrepreneurial Excellence 2009, for Australian or New Zealand companies less than three years old, went to Vololink. This award recognises an innovative company that has just started the journey to commercial success.

Matt Bullock, the founder and chief executive of eWAY, attributes eWAY's success to "sticking to our core business", organising payments for businesses through their websites. "People are waking up that they can pay for anything on the website. The payment is processed in seconds. It's completely automated."

"Customers don't have to send in a fax or make a phone call and businesses don't have to process the payment manually. The key to growing fast is to



Pay off ... eWAY founder Matt Bullock's start-up is going global.

automate - your accounts, your provisioning, sales contacts, and payments. Get rid of the manual stuff."

Next week eWAY is launching in New Zealand ([eway.co.nz](#)) and in Britain ([eway.co.uk](#)), partnering with Barclays Bank.

"We can help businesses set up a website in New Zealand and then start to go global," Bullock says. "New Zealand is an easy first step, then they can [progress] to the UK. With Barclays, businesses can take payment in the whole of the EU [European Union]."

Vololink is another small Australian company branching out globally. Vololink develops and manufactures wireless voice devices that connect to 3G network services.

"We are enabling technology, especially in developing countries, where they don't have

the infrastructure [for fixed-line broadband services] and cabling is expensive," says Milan Prosenica, the co-founder and technical director of Vololink.

Vololink's main product is the VoloFone, a mobile wireless terminal device that provides access to high-speed internet, email, SMS and telephone services wherever there is access to 3G services.

Putting a standard mobile phone SIM card into a VoloFone converts it into a portable landline and broadband internet connection.

Prosenica says Vololink can work as a replacement for fixed-line services by people on the move or where fixed lines are not available.

And the key to success? "Ideas, timing the market and [taking advantage of] new technology," Prosenica says.

Now's the time to show off at CeBIT

Spruiking for customers and investors takes on new urgency in a downturn, writes **Ben Woodhead**.

Australian and international trade and research organisations are hoping to turn the tough economic environment to their advantage in a frantic three days of wheeling and dealing in Sydney next week.

Trade delegations from countries across the globe, as well as Austrade and Australia's publicly funded research and development powerhouses, will converge on the CeBIT trade show from May 12 as they spruik for customers and investors despite the bleak financial outlook.

Austrade's national industry manager for information and communication technology, Peter Harrison, says the organisation is meeting with trade delegations from at least a dozen countries at the event. He urges Australian companies to continue to pursue export opportunities during the downturn, saying that interest in the country's technology products and services remain strong in Asia.

"Companies should not lose sight of the medium- to long-term prospects of international trade opportunities. They should maintain their relationships with business partners," Harrison recommends.

He notes that forward-thinking ICT firms are using the slowdown to focus on product development, fine-tuning business models so they are well-positioned when the global economy recovers.

According to Harrison, opportunities still exist in the US market despite the country's economic gloom.

"The US market is changing a bit, but businesses must not forget that there is a lot of money being pumped into the economy through stimulus packages, which is creating opportunities," he says.

Austrade will meet with potential technology customers from countries including India, China, Papua New Guinea, Brazil and Sri Lanka at the CeBIT show. The event is emerging as a key meeting place this year for governments and



The May 12 trade show is a key meeting place for trade and research organisations.

Photo: PHIL CARRICK

businesses that hope to turn the economic environment to their advantage or tap potential sources of investment.

Philippines special trade representative Michelle Fatima Sanchez says the country hopes to tap into CeBIT's growing profile as a technology services fair to attract customers and investors to its information technology industry. Traditionally, CeBIT has focussed on ICT products.

"The Philippines is really positioning itself as a prime location for outsourcing and offshoring," Sanchez explains.

"The image of the Philippines has been that it's a good destination for contact services, but what we'd like to present is the range of IT-enabled services offered by the Philippines — software development, animation and game development and even engineering, architecture and design services."

Sanchez says her country wants to capitalise on an economic environment driving businesses to seek out more cost-effective technology services, and that Australian IT companies in need of offshore outsourcing services are among its targets. But she also

points out that one member of a 10-company delegation the Philippines is taking to CeBIT is a business founded by Australians. Sanchez says the Philippines hopes to attract more Australian investment in its IT industry.

Other organisations seeking investors next week include R&D group National ICT Australia.

NICTA chief executive David Skellern says the researcher has put

Forward-thinking ICT firms are using the slowdown to focus on product development.

Austrade's Peter Harrison

"a lot of its eggs" in the CeBIT basket because of the difficulty R&D organisations are having in finding investors.

"We had a couple of projects that we thought we might get out the door this year and we've had to pull in our hopes there, cut back on some of the spend rate and look to support them longer internally," Skellern explains.

"Now it's more important than ever to take opportunities, to get

[developments] out there in the marketplace and get feedback from people so we're much better placed to take investment and get things commercialised when the market comes back."

NICTA isn't alone in attempting to use the conference to attract prospective business partners and investors. The Defence Science and Technology Organisation and CSIRO will also hawk their wares at the event.

Despite the interest from organisations such as NICTA and Austrade, CeBIT organiser Hannover Fairs Australia's managing director Jackie Taranto says exhibitor numbers for the event are down 20 per cent from last year thanks to the financial crisis.

However, she says Hannover Fairs parent, the German government's Deutsche Messe, has a long-term commitment to Australia's largest remaining IT trade show.

"The companies that are making a strong stance now and showcasing [at CeBIT] that they're there to stay are going to be the leaders when things recover. In our company, as well, we've said this is not the time to retract," Taranto says.

Sydney Morning Herald, May 7

KEY EXHIBITORS DATA

It is the exhibitors who are the heart and soul of CeBIT Australia, and who make the event the success it is. The commitment of exhibitors to mounting engaging and informative displays and stands on the show floor, presenting their products and services and adding value by staffing their stands with experts able to offer individually tailored advice, is what brings so many high-level visitors to CeBIT to search for ways to improve their businesses.

CeBIT Australia 2009's show floor exhibitors filled three halls at Darling Harbour Exhibition Centre, creating a constant hum of vibrant and energetic activity that demonstrated the value they were bringing to business visitors.

576

exhibitors



CeBIT Australia 2009 attracted a total of 576 exhibitors, who packed out three halls of the Sydney Exhibition Centre in areas that were classified into eight major areas - Access, Enterprise, www Online Business, G-Tech, Retail IT, Financial Services, e-Health, Future Parc – which were further segmented into 28 categories covering the full breadth of the information and communications industry.

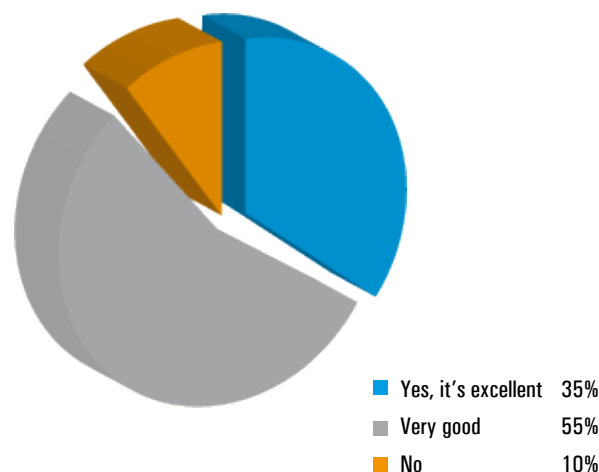
Each category was specifically planned and marketed to cater to a different business audience, with its own web site and in many cases a specific business conference tied to it and running in conjunction to offer even more value to attendees.

Further reflecting the dynamic nature of the technology industry, the categories at CeBIT Australia 2009 were refined over those of previous years to reflect new areas of opportunity and concern for the business community. While some categories from 2008 were consolidated into single categories, new show floor areas such as Data Centres were devised to offer some of the biggest names in the industry to target specific job functions or industries to pitch their focussed marketing campaigns to. This approach enabled exhibitors to get a high return on their show investment.

The categories for CeBIT Australia 2009 were:

- Broadband
- Business Software
- Clean Tech
- CRM
- Data Centres
- Digital and Mobile Content
- eCommerce and eFinance
- eHealth
- eMarketing and SEO
- Future Parc
- G-Tech
- IT Hardware, Office Printing and Imaging
- IT Security
- IT Services
- Managed Services
- Mobile Communications
- Mobile Computing
- Navigation, Location and Geo Apps
- Networking and Wireless
- Online Video and Broadcast
- Open CeBIT
- Reseller IT
- Retail Business and Point-of-Sale
- Satellite and Telecommunications
- Skills Alley
- Supply Chain, RFID and Smart Cards
- VoIP and IP Comms
- Web Applications and Web 2.0

Is participating at CeBIT Australia meeting your goals?



How satisfied are you with the number of visitors to your stand?



How satisfied are you with the quality of visitors to your stand?



Will you return to CeBIT Australia in 2010?



GOVERNMENT PARTICIPATION



Australian Government

Department of Finance and Deregulation

Australian Government Information Management Office

Australian Government Department of Finance and Deregulation Australian Government Information Management Office (AGIMO)

The Australian Government Information Management Office (AGIMO), Department of Finance and Deregulation, is working to make Australia a leader in the productive application of information and communications technologies to government administration, information and services.

AGIMO fosters the efficient and effective use of information and communications technology (ICT) by Australian Government departments and agencies. It provides strategic advice, activities and representation relating to the application of ICT to government administration, information and services.

- Australian Bureau of Statistics
- Centrelink
- CrimTrac
- Department of Immigration and Citizenship
- Department of Broadband, Communications and the Digital Economy
- Department of Environment, Water, Heritage and the Arts
- Department of Innovation, Industry, Science and Research
- National Archives of Australia

Australian Technology Park

- Australian Technology Park - Innovations
- Art of Multimedia
- Consult Point/ Arinya



NICTA

National ICT Australia (NICTA) brings together exceptional people from research and industry to build a world-class research institute creating economic, social and environmental benefit for Australia. NICTA is the largest research organisation in the country dedicated to ICT research. At CeBIT, it showcased its "user-inspired" research and illustrated its commercialisation pipeline with demonstrations of soon-to-be spun-out companies.



CSIRO

CSIRO's ICT Centre is the hub for ICT research in CSIRO, with a core purpose to be recognised as an ICT innovator on a global scale by addressing Australia's national research priorities in water, energy, mining, health and services through partnerships with Australian industries.



Department of State and Regional Development

NSW Department of State and Regional Development

The NSW Government's Department of State and Regional Development is a major sponsor of CeBIT Australia, and mounted a pavilion at CeBIT Australia 2009 showcasing 18 of the State's innovative ICT companies.

- Bellon Pty Ltd
- Crux Cybernetics Pty Ltd
- Cyber Sport Pty Ltd
- DDX.com.au Pty Ltd
- DigiSensory Technologies Pty Ltd
- Dragonfly Technologies Pty Ltd
- Integeco Pty Ltd
- Intemetrix
- Magellan Technology Pty Ltd
- MassMedia Studios Pty Ltd
- Netcat biz Pty Ltd
- Nuix Pty Ltd
- Omni Meta Pty Ltd
- Policy Point Pty Ltd
- SimSkill Pty Ltd
- TigerSpike Pty Ltd
- Trans Data Communications Pty Ltd
- Zone Advanced Protection Systems Pty Ltd



South Australia.
A brilliant blend.

South Australian Government

- Netfox
- Alfasoftware
- Sybiz Software
- CAM Management
- Azzo Automation
- Digislide

The South Australian Government spearheaded and supported an outstanding roster of South Australian technology companies exhibiting at CeBIT Australia 2009 showcasing innovative solutions in such areas as business and finance; mobile, broadband and satellite communications; 3D animation, games and special effects; health, education, transport, construction and Green Technology.





Australian Government
Austrade

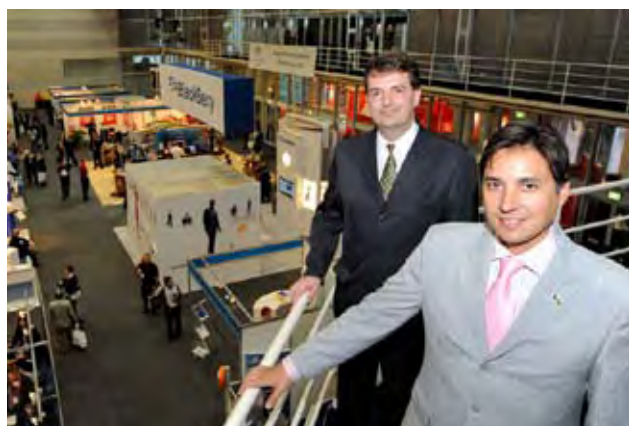


The Australian Trade Commission (Austrade), the Australian Government's trade and investment development agency, maintained an international networking lounge at the event, playing host to a number of international delegations during the event.

Some 17 Austrade business development managers from key export markets were available at CeBIT to provide and advise on global technology trends and opportunities, market entry strategies, foreign government incentive programs and financing options available to Australian businesses.

These Austrade business development managers accompanied buyers and investors from such countries as Brazil, Chile, China, India, Indonesia, New Zealand, PNG and Singapore seeking to source innovative Australian technologies and solutions for international markets.

Austrade's National Industry Manager for ICT, Peter Harrison said the economic stimulus packages introduced by Governments around the world would continue to create opportunities for Australian ICT firms.



SAMPLES OF INTERNATIONAL PAVILIONS



Increasingly, companies from around the world are identifying Australia as a valuable market in which to do business. With end-users that demonstrate similar purchasing characteristics to the American market, Australia presents companies from around the world with an ideal platform for testing products, services and marketing activities in a technologically savvy Western marketplace.

CeBIT Australia 2009 was a big drawcard for international exhibitors, with show floor space taken up by companies or organisations from 18 countries including:

- Canada
- Malaysia
- Philippines
- Singapore
- South Africa
- China
- UK
- USA
- Germany
- Taiwan
- Korea
- Russia
- Latvia
- India
- New Zealand
- Egypt
- Japan
- Hong Kong



Germany

Germany again mounted one of the biggest international pavilions at CeBIT, with a dozen companies taking advantage of the opportunity to present their products and services to key players and decision makers from Australasia and the wider Asia-Pacific region. Their participation also benefited from the support of such visitors during the show as Dr Michael Witter, Ambassador for the Federal Republic of Germany in Australia and Mr Hans-Gunter Gnodtke, German Consul General, Sydney.

- gateProtect AG Germany
- Hinze Consulting
- LINDY-Elektronik GmbH
- LINDY AUSTRALIA
- Microelectronic NH GmbH
- MOBOTIX AG
- Rittal
- Rohde & Schwarz Australia Pty Ltd
- Cherry Australia Pty Ltd
- Topsystem Systemhaus GmbH



SAMPLES OF INTERNATIONAL PAVILIONS



UK Trade & Investment

The UK is one of the largest markets for ICT. Many sectors, including health, government and green tech – are driven by regulatory necessity and are thus recession-proof. UKTI facilitates Australian investment and helps register businesses, open bank accounts, obtain visas and business premises. For UK companies, UKTI assists with research, product launches and introductions to potential partners at events like CeBIT Australia 2009.

- British Midlands
- Scottish Development International
- International Business Wales



China

China, as one of the world's largest and fastest-growing markets and one of Australia's most rapidly growing and important trading partners, maintained a stand at CeBIT Australia 2009 highlighting the capabilities and opportunities available in some of its most important provincial and regional centres, including Zhangzhou, Ningbo and Shenzhen. Their efforts were supported by the visit of a high-level trade delegation from Shenzhen Municipal Government.

- Shenzhen NORCO Intelligent Technology Co. Ltd.
- Zhangzhou Kehua Technology Co. Ltd.
- Ningbo Haixin Industry Co. Ltd.



SAMPLES OF INTERNATIONAL PAVILIONS



South Africa

South Africa has prioritised areas such as ICT as a growth sector for its economy and has led businesses from around the globe to invest in South Africa and use the country as a gateway to investment in the African continent. The South African High Commission's stand highlighted the country's capabilities and potential in ICT and electronics.



Korea

KOTRA, the South Korean Business centre, mounted the country's biggest presence ever at CeBIT Australia, with a dedicated pavilion showcasing nine of the country's leading small to medium enterprise (SME) ICT firms. Second only to the German pavilion at CeBIT when compared to other international stands, the KOTRA-sponsored will feature companies in such areas as business software, RFID, security devices, high-end sound devices and even mini robots.

- Nexio
- Anyline
- N-Tech
- Pamsh
- Pavonine
- TM Korea
- U&B
- Vivaco
- MiniRobot



Philippines

The Republic of the Philippines maintained a stand at CeBIT Australia 2009 highlighting its investment capabilities and opportunities as a base for investment in the Asian markets. Its stand hosted two of the country's important trade associations.

- Centre for International Trade Expositions & Missions (CITEM)
- Business Processing Association of the Philippines





Broadband



We have had a lot of customers of ours, past customers and it looks like future customers too. Definitely there are a lot of companies here ... having a look at some of the big things, it is really exciting to be here.



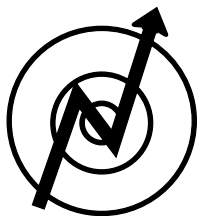
Maopo Latu
iiNet

Key Exhibitors:

- 4Cabling
- AFC Group
- BYNET
- Diamond
- Endy Australia
- First Focus
- iiNet
- Internode
- Kexin Cable
- Macquarie TGI
- McFounder
- MyNetFone
- Optus
- SMP
- Vecima

Related Categories:

- Mobile Communications
- Networking & Wireless
- Satellite & Telecommunications
- VoIP and IP Comms



Business Software

Visitors who nominated Business Software as a primary reason for attending:

9,453



We were definitely impressed with the quality and the quantity of delegates we met at our booth, and we have a good number of what I would call hot leads. We have a solution that helps customers to cut costs and to be more productive, so I don't think our products are affected too much by the financial crisis – this is what companies are looking for. We are definitely looking to come back, and we are already in discussion for next year.



Key Exhibitors:

- Accent Software
- ACT by Sage
- ASP Microcomputers
- BizeBox
- Bright Software
- Bull Valley Software Inc
- Business Continuity
- Business Smart Solutions
- Compusoft Australia
- Eden Technology
- Enable Software
- Holocentric
- HR3
- IP Payments
- Jiwa Financials
- Knowledgelake
- Micronet
- One Source Information System
- Pronto Software
- Sage Business Solutions
- SAP
- Sparx Systems

Related Categories:

- CRM
- e-Commerce & e-Finance
- G-Tech Government Technology
- IT Security
- Web Application and Web 2.0

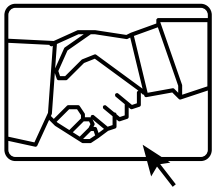
Todd Lewis
Marketing Manager Asia Pacific
Citrix Online





Visitors who nominated Clean Technology as a primary reason for attending:

2,145



CRM

Key Exhibitors:

- Abdittech
- Accellero CRM
- Accent Software
- ACT by Sage
- Citrix
- Enotia
- Google
- Hansaworld
- OneSource.com
- Pronto Software
- Salesforce.com

- Site Intelligence
- Tall Emu
- Vocam

Related Categories:

- Business Software
- e-Commerce & e-Finance



Visitors who nominated CRM as a primary reason for attending:

4,335



Clean Technology

//

This our second year (at CeBIT). We came along last year and got some very positive results from that ... What we are finding very positive is the conversations we are engaging in and we're getting people to think about green IT. And interestingly, this time around compard to last time most people have a better idea and want to discuss in detail, they want to see what they can do from a practical basis.

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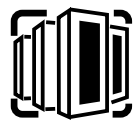
Al Blake
Department of Environment, Water,
Heritage and The Arts

Key Exhibitors:

- APCD
- CSIRO
- NICTA
- NSW DSRD
- PCI Case Group (Australia)
- Tes-Amm

Related Categories:

- e-Health
- G-Tech Government Technology



Data Centre



We had quite a large stand this year and had made a pretty big investment, so getting the results was important in terms of meeting a lot of good quality people and generating some good, solid leads. And we came away with a number we were very comfortable with – and the ones we count as leads are pre-qualified. ... The quality of the people coming through was very good. The people we talked to were the people that were making buying decisions in their companies – so we were very comfortable about the quality of people coming through. Yes, we will certainly be back next year.



John McCarl
Marketing Manager
Rittal

Data is one of your business's most valuable assets, so it makes sense to seek the best options for information storage and management.



Key Exhibitors:

- AFC Group
- Ausoptic
- Diamond
- EATON
- Green Edge
- Hallam
- Kstar Australia
- MFB
- Rack Power
- Rittal
- SMP
- Tyco
- Warren & Brown
- Computer Room Solutions
- KVM/ADDER

Related Categories:

- IT Security
- Networking & Wireless

Visitors who nominated Data Centre as a primary reason for attending:

5,476



Visitors who nominated Digital & Mobile Content as a primary reason for attending:

3,434



Digital & Mobile Content

//

It (CeBIT) has been really good. We have had a lot of really interested people coming by, asking us what we do, and our 3D models have been drawing in the crowds.

//

Lisa Dykes
Business Development Specialist
AAMHatch

Key Exhibitors:

- AAMHatch
- IPscape
- Sitecore
- SMS Global
- Webtrends

Related Categories:

- eMarketing and SEO
- Navigation, Location and GEO Applications
- Satellite & Telecommunications
- VoIP and IP Comms
- Web Application and Web 2.0

e\$Commerce & e Finance

//

The partnerships that you make with other people at the event is really important. You find people who are at the event each year who are in complementary business, and you work together to help each other. It really works. Moreso than ever, this event is about networking. You just meet people you might not ordinarily meet, and it can lead to things you haven't thought about. With (another exhibitor), I didn't even know them until the dinner on the Wednesday night, and a week later we are about to sign a deal. That's the power of it. And the branding is important. We are there every year, and people sort of know who we are – and that itself is really important. We have got better and better exposure every year we have been there.

//

Key Exhibitors:

- Business Smart Solutions
- eWay
- Hal Data Services
- Mobbiexpress
- Sparx Systems
- Tendersearch

Related Categories:

- CRM
- G-Tech Government Technology
- IT Security
- Web Application and Web 2.0



Matt Bullock
CEO
eWay

Visitors who nominated e-Commerce & e-Finance as a primary reason for attending:

3,713

e-Health

Visitors who nominated e-Health as a primary reason for attending:

1,295

//

CeBIT gave us the chance to talk face to face with many decision makers of large companies, people who we might otherwise have had a difficult time making appointments with. Expos such as this allow us to showcase new products and allows potential clients to have some valuable hands on time.

//

Nick Bing
Wacom

Key Exhibitors:

- Finance Pty Ltd
- Holocentric
- Motion Computing
- Motorola
- Scinet
- Wacom

Related Categories:

- Business Software
- CRM
- IT Security
- IT Services
- Managed Services



Marketing & SEO

The e-Marketing & Search Engine Optimisation Expo at CeBIT is the most important gathering of internet marketing and sales professionals held in this region, trebling in size in the past two years.

Visitors who nominated eMarketing & SEO as a primary reason for attending:

11,403

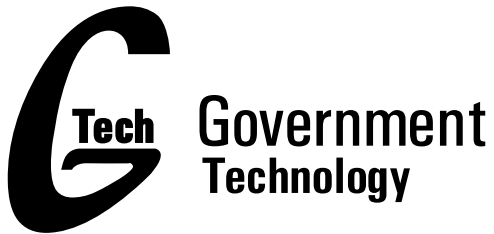
Key Exhibitors:

- Arrow Internet
- Bruce Clay
- ClixGalore
- e-Web Marketing
- Infinity
- Interwoven
- New Sprout Hosting
- Oz Hosting
- Panalysis
- Web Salad
- Webtrends
- Yodel

Related Categories:

- CRM
- Digital & Mobile Content
- Navigation, Location and GEO Applications
- Web Application and Web 2.0





Visitors who nominated G-Tech Government Technology as a primary reason for attending:

5,152

//

Everybody talks about the Global Financial Crisis, but it doesn't seem to be happening in the technology area ... some of the companies we are dealing with have said the last month they are having some of the best sales ever. Austrade sees CeBIT as a launching platform into the global markets ... our focus is on taking Australian business offshore. We have been here since CeBIT started in 2002.

//

Peter Harrison
National ICT Manager
Austrade

Key Exhibitors:

- AGIMO
- Austrade
- Canadian Trade Commissioner Service
- Commonwealth of Pennsylvania
- Government of South Australia
- International Business Wales
- Ministry of Public Administration and Security (MOPAS Korea)
- National Information Society Agency (Korea)
- NSW DSRD
- Scottish Development International
- South African High Commission
- The British Midlands
- UK Trade and Investment



Related Categories:

- IT Hardware, Office Printing & Imaging



future parc



//

There are a lot of interesting leads, and it tends to come from right across the community, commercial interest from a lot of potential research collaborators and we find amongst various people on display at CeBIT ... our future customers, so we are very happy to be here.

//

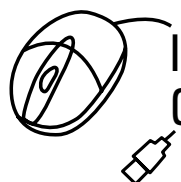
Iain Walker
Manager Business Development
CSIRO ICT Centre

Key Exhibitors:

- Asset Management
- Australian Technology Park
- Commonwealth of Pennsylvania
- CRC for Integrated Engineering (CRCA)
- CSIRO ICT Centre
- NICTA
- SAP
- Smart Services CRC
- Warp Systems

Related Categories:

- Clean Tech
- e-Health
- G-Tech Government Technology



IT Hardware, Office Printing & Imaging

//

It [CeBIT] gave us some really good face-to-face opportunities with new distributors and resellers, and that was important because it gave us the chance to talk directly about some of new product lines to resellers that had just viewed Verbatim as just disk drives. ...We will certainly be back again next year – it was that positive

//

Elaine Salt
Marketing Co-ordinator
Verbatim Australia

Key Exhibitors:

- 4Cabling
- Advantech
- Alloy Computer Products
- Altech Computers
- Digicor
- Eaton Powerware
- Hallam Oz Connect
- Laser Corporation
- Lindy
- Motion Computing
- Motorola
- Plantronics
- Tegatech
- Tobii Technology
- Verbatim Australia

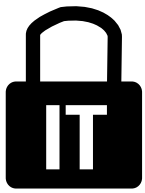
Related Categories:

- Digital & Mobile Content
- Mobile Computing
- Navigation, Location and GEO Applications
- Networking & Wireless
- VoIP & IP Comms



Visitors who nominated IT Hardware, Office Printing and Imaging as a primary reason for attending:

9,302



IT Security

//

We did really well this year. We've almost tripled our reseller base by attending CeBIT Australia this year. We had people signing up as reseller on the stand – and obviously we are going through those now. But it has been a very positive experience. And I think that people were genuinely interested this year in looking for value for money rather than the 'Whiz-Bang' – they were looking for ways to save money in their businesses, and I think in that sense it really gave us traction, too.

//

Emerald Firli
Marketing Consultant
Avira Distribution

Visitors who nominated IT Security as a primary reason for attending:

4,956

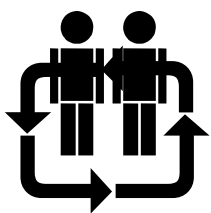


Key Exhibitors:

- Ansarada
- Astaro
- Avira
- Business Continuity
- Cybersecure
- GFI Asia Pacific
- Kace
- Kaspersky
- Kingsoft Corp
- Manage Protect
- Microbe
- Mobotix
- NetApp
- PC Locks
- Power Protection
- Secom Systems
- Symantec
- TMS Offsite Data Storage
- Trend Micro

Related Categories:

- Business Software
- CRM
- e-Commerce & e-Finance
- G-Tech Government Technology
- Web Application and Web 2.0



IT Service

//

We are enjoying it (CeBIT), we are getting some good turnout, some government, some commercial.

//

Rob Cocherill
Kace Systems Management Inc

Key Exhibitors:

- BackUp.com
- Blue Labs Technology Solutions
- Business Smart Solutions
- Data Mate
- Digicor
- ITIC IT Consulting
- Kace Systems Management Inc
- Watermark

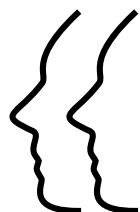
Related Categories:

- Business Software
- e-Health
- G-Tech Government Technology
- IT Security
- Managed Service



Visitors who nominated IT Services as a primary reason for attending:

4,542



Managed Service



Key Exhibitors:

- APCD
- BackUp.com
- Bearing Point
- Blue Labs Technology Solutions
- Business Smart Solutions
- Data Bank
- Digicor
- First Focus
- Harbour MSP
- Iron Mountain
- ITIC IT Consulting
- N-able
- OzHosting
- Tech Flare
- TES- AMM Australia
- The Philippines Pavilion
- UltraServe

Related Categories:

- Business Software
- e-Health
- G-Tech Government Technology
- IT Security
- IT Service



We are finding a really good response from the show. We were here exhibiting for the first time last year and just had a fantastic response so it's paid off and we've come back again.



Samuel Yeates
CEO
UltraServe

Visitors who nominated Managed Services as a primary reason for attending:

7,471



Mobile Communications

Related Categories:

- IT Hardware, Office Printing & Imaging
- Mobile Computing
- Retail Business & Point of Sales
- Supply Chain, RFID & Smart Card

Key Exhibitors:

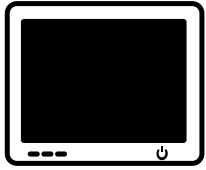
- BlackBerry
- Motorola
- Nokia
- Optus
- SMS Global



We have gone for a bigger stand this year – we thought we had such a great success last year we would capitalise on that and make the most of the time at CeBIT. We get some really good international customers coming through that we don't get a chance to meet otherwise.



Sean Smith
SMS Global

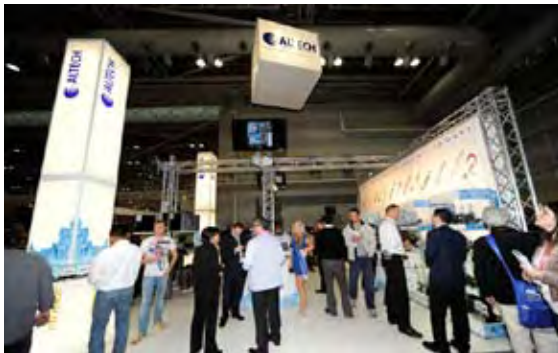


Mobile Computing

Companies are shifting from desk-bound employees to staff on the move and on call, with mobile computing evolving to fill this need.

Visitors who nominated Mobile Computing as a primary reason for attending:

4,407



Related Categories:

- G-Tech Government Technology
- IT Hardware, Office Printing & Imaging
- Networking & Wireless
- Retail Business & Point of Sales

Key Exhibitors:

- Altech Computers
- BackPlane Systems
- Control Synergy
- ICP Digital Signage
- Motion Computing
- Motorola
- Tegatech
- Wacom



Navigation, Location & GEO Applications

GPS devices and navigation technology can make your operations faster, more efficient and cost-effective, leading you to a more profitable operation.

Visitors who nominated Navigation, Location and GEO Application as a primary reason for attending:

4,838

Key Exhibitors:

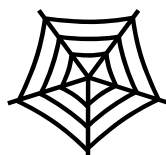
- Laipac
- Motorola
- NAVTEQ
- Neltronics

Related Categories:

- Digital & Mobile Content
- IT Hardware, Office Printing & Imaging
- Networking & Wireless
- Satellite & Telecommunications
- Supply Chain, RFID & Smart Card
- Web Application & Web 2.0



EXHIBITORS DATA



Networking & Wireless



We see people coming in the door positive, looking for more opportunities, so it has been a very good show for us. The doom and gloom outside the door finishes, people walk in and they are just looking for new stuff.



Tony Jamieson
General Manager
Lindy Australia

Key Exhibitors:

- 4cabling
- AFC Group
- Ausoptic
- BlackBerry
- Call Direct
- Control Synergy
- Diamond
- GN Netcom
- KVM/ADDER
- Lindy Australia
- Netcomm
- Netgear
- Nokia
- Optus
- Panorama Antennas
- Plantronics
- Rose Electronics
- SMP
- Tyco
- Wave1

Related Categories:

- IT Hardware, Office Printing & Imaging
- Navigation, Location & GEO Applications
- Satellite & Telecommunications
- Supply Chain, RFID & Smart Card
- VoIP & IP Comms
- Web Application & Web 2.0

Visitors who nominated Networking & Wireless as a primary reason for attending:

9,632



Retail Business & Point of Sale

Better retail IT systems can improve your business where it counts, right in front of the customer.

Key Exhibitors:

- Advanpos
- Bas-x
- BlackBerry
- Creative Computing
- Denso International
- Digipos Store Solutions
- EBN Australia
- IntVision Technology
- Motorola
- NeoTechnology
- Nokia
- Opticon Sensors
- Optus
- Pinnacle Technology
- Pos Pos
- Senor Tech
- Toshiba-Tec
- Warp Systems

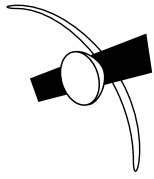
Related Categories:

- Business Software
- IT Hardware, Office Printing & Imaging
- Mobile Computing
- Supply Chain, RFID & Smart Card



Visitors who nominated Retail Business and Point of Sale as a primary reason for attending:

3,161



Satellite & Telecommunications



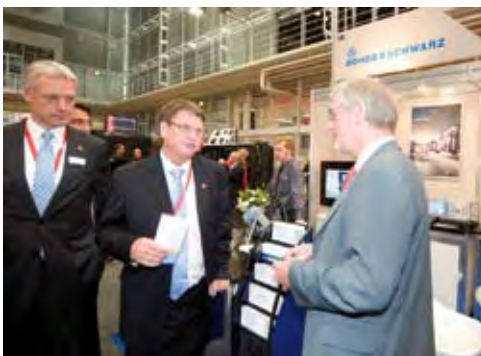
It is great, it has really cooked up a good start for us – a lot of good clients and good leads ... you're competitors are here, and if you're not you'll miss out.



Martin Garwood
AusTest Labs

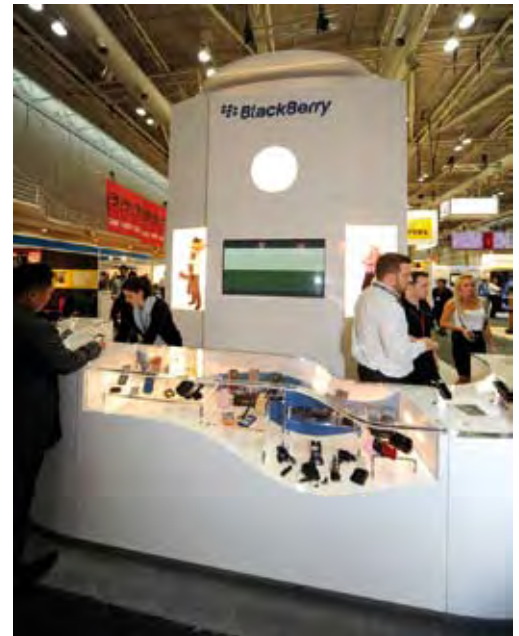
Key Exhibitors:

- | | |
|------------------------------|-----------------------------|
| • AFC Group | • Motorola |
| • Alloy Computer Products | • My Tel Voice & Data |
| • AusOptic International | • MyNetFone |
| • AusTest Labs | • Nokia |
| • BlackBerry | • Optus |
| • Diamond | • Panorama Antennas |
| • ICS Industries | • Plantronics |
| • iiNet | • Rohde & Schwarz |
| • Internode | • Sennheiser Communications |
| • Macquarie Technology Group | • SMP |
| • Maxon | • SNOM |
| • Modular Building Systems | • Tyco electronics |



Visitors who nominated Satellite & Telecommunications as a primary reason for attending:

9,310

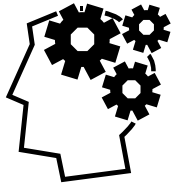


Related Categories:

- Digital & Mobile Content
- Mobile Computing
- Navigation, Location & GEO Applications
- Networking & Wireless
- VoIP & IP Comms



EXHIBITORS DATA



Skills Alley

For many companies, professional, efficient IT staff can be the difference between success and failure, yet finding them can be costly, time-consuming and often frustrating.

Visitors who nominated Skills Alley as a primary reason for attending:

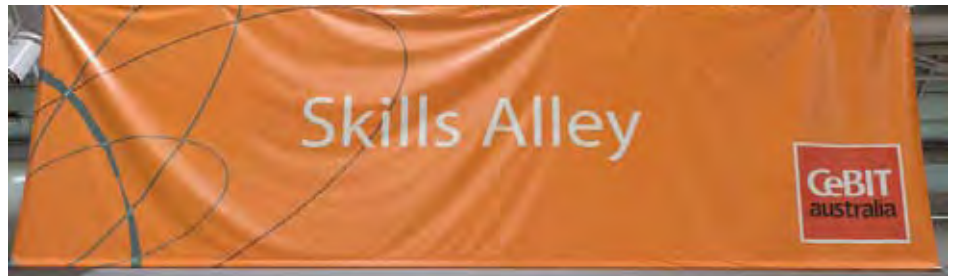
5,957

Related Categories:

- G-Tech Government Technology

Key Exhibitors:

- Cliftons
- IT Masters
- MyFutureinIT Australia
- New Horizons Learning Centre
- Paragon Online Training System
- Sydney Talent (University of Sydney)
- Training Choice
- University of New South Wales, Master of Business and Technology
- University of Sydney, Faculty of Health and Science
- University of Sydney, Faculty of Information Technology
- University of Technology Sydney



Supply Chain, RFID & Smart Card

With the right technology, products can move from supplier to showroom to customer faster, cheaper and more efficiently

Key Exhibitors:

- Axeze
- Datacard
- Docuspace
- Electro-Com
- GS1
- Holocentric
- Interact Card
- LexMark
- Motion Computing
- Motorola
- Practical Peripherals Corp
- Pronto Software
- Ramp Holdings
- Scanning Systems Australia
- Warp Systems

Related Categories:

- IT Hardware, Office Printing & Imaging
- Mobile Computing
- Networking & Wireless
- Retail Business & Point of Sales
- Satellite & Telecommunications



Visitors who nominated Supply Chain Business, RFID & Smart Card as a primary reason for attending:

5,801

@ VoIP & IP Comms

"

We have been coming to CeBIT for the past five years and it is always a great show for us and our products. It is a great forum to launch products. The thing about CeBIT is it is a really good forum to meet people, meet existing contacts and build up new relationships. I definitely recommend it.

"

Rene Sugo
MyNetFone

Key Exhibitors:

- ADTEC
- Alloy Computer Products
- iiNet
- Internode
- IP Systems
- Jacques Electronics
- My Tel Voice & Data
- MyNetFone
- Optus
- SNOM
- Vololink
- Wavelink Communications
- Zultys Technologies Australasia
- Call Direct

Related Categories:

- Business Software
- Digital & Mobile Content
- IT Hardware, Office Printing & Imaging
- Networking & Wireless
- Satellite & Telecommunications
- Web Application & Web 2.0



Visitors who nominated VoIP & IP Comms as a primary reason for attending:

7,318

Web Application & web 2.0

"

This is our second year at CeBIT. Last year we had a 3 by 3 (stand), this year we have a 6 by 3 and that has equalled a lot more people stopping by and talking to us.

"

Mark Dorrington
Enotia



Visitors who nominated Web Application and Web 2.0 as a primary reason for attending:

5,935

Key Exhibitors:

- AAMHatch
- Arrow Internet Marketing
- Bluelabs Technology
- Google
- Intranet Dashboard
- Oz Hosting
- Salesforce.com
- UltraServe

Related Categories:

- Business Software
- CRM
- Digital & Mobile Content
- e-Commerce & e-Finance
- eMarketing and SEO
- Networking & Wireless
- VoIP & IP Comms



CeBIT Australia 2009's Webciety pavilion, based on successful concept pioneered at CeBIT Hannover in March 2009, put the spotlight on today's Web-based society, featuring mobile Internet, wikis, communities, blogs, microblogs and other interactive Internet services which are making our lives increasingly digital.

The concept behind the Webciety Area was to show the Internet at work by using the tools of the Internet itself – essentially creating a “walk-through” Internet.

Companies exhibiting at Webciety did not have conventional booths, but rather “home bases” which served as digital staging zones for content using sound, images, video, light and color.

The 12 Exhibitors at Webciety, including one “wildcard” entry (Travellr) which won a complementary stand at the Pavilion, were:

- Hive Systems
- Saasu.com
- ModSite
- Siteflex
- BuzzNumbers
- Wotnews
- SportsPassion
- DesignBay
- Devnet Innovations
- TJoos
- IPscape
- Travellr



//

I just wanted to say Saasu really enjoyed being involved in Webciety. Despite the GFC I'm seeing better ROI numbers than last year. I think having the Webciety area was an ingenious branding and presentation concept I was really happy to be associated with. I think it lead to a pre-qualification effect where we had visitors who wanted to know about our web application. Given the volume of people/leads that came through this is very important benefit. We added more than a dozen new partners this year to our reseller community as a result of this event. The ROI will continue to improve from those leveraged relationships. I was also surprised at the number of VC and Angels I met a CeBIT, they were mostly web technology specific, so I think Webciety was the attractant. This was a very good CeBIT experience for us I have to say. So I'll be seeing you next year!

//

Marc Lehmann
CEO & Founder
Saasu.com

CeBIT. WEBCiety

INTERNET IS COMING HOME

Webciety also featured a stage with a full program of live presentations from 11am to 5pm during the three day show. It discussed such topics as:

- Building a Business in Tough Times
- Webciety: The Mobile Addiction
- How Enterprise Apps need a touch of Facebook
- Engaging Web Audiences
- How Social Media changes Customer Service
- What will Web3.0 look like
- Agility in the Cloud & Adapting to the new reality



Speakers were:

Dr. Steven Zielke, Modsite

Mark Kofahl, Siteflex

Geoff McQueen, Hiive Systems

Kim Heras, Technation Australia

Hugo Ortega, Tegatech Australia

Ian Cummings, Travellr.com

Bart Jellema, Tjoos.com

Tony Surtees, iPrime

Nick Holmes a Court, BuzzNumbers

Tom Voirol, Voirol Consulting

Alec Lynch, DesignBay

Marc Lehmann, Saasu.com

Mick Liubinskas, Pollenizer

Iggy Pintado, ConnectGen

Mark Pollard, McCann Sydney

Nick Gonios, SportsPassion

Richard Slatter, WotNews.com.au

Jeremy Cabral, Siteflex

Craig Deveson, DevNet

Simon Burke, IPscape

Bernard Tai, Slink

Rick Speciale

//

Participating at Webciety at CeBIT Australia 2009 in Sydney was not only a great experience but very valuable from a business standpoint.

Not only have we created many leads but also formed strategic partnerships during the show. The time during and after the show has been well spent. The organisation of the show was so professional enabling us as a company to focus entirely on business relationships. We generated no less than 300 leads in 3 days of which the first contacts are evolving in strong prospects already

//

Dr Eng. Steven A. Zielke, Founder and CEO of EyeT Communications and the ModSite moderated websites concept



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CeBIT Australia 2010
24 - 26 May

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