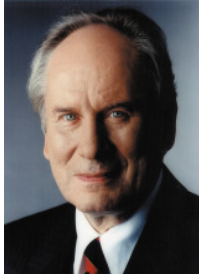


Dear Members, Ladies and Gentlemen,

The “green IT World” at CeBIT 2009 was a great success: the area of 2000 sqm was six times larger than the “green IT Village” in 2008. Dozens of businesses and organizations displayed their innovative products and solutions in Hall 8. We welcomed over 1200 experts in panel discussions and congresses organized by BITKOM at green IT World. Over 80,000 visitors informed themselves about how high tech can preserve resources and cut costs – amongst those were first and foremost procurement agents from businesses and the public sector, but also many politicians, journalists and consumers. CeBIT has now established itself as the world’s leading trade fair for Green IT.



This success story will be continued by BITKOM in collaboration with Deutsche Messe and the Federal Environment Ministry: in 2010 we would like to show CeBIT visitors the entire Green IT universe. The demand for such a broad display of our industry sector has risen in the last months: Green IT offers an outstanding possibility for cutting costs, especially in times of economic downturn. However, it is not solely about saving money. Climate change can be contained using innovative ICT technologies. Only through the specialized skills of our industry sector will intelligent future projects such as electro-mobility or the generation of renewable energy in the Sahara for European consumers become possible.

You will have the chance of positioning yourself as “part of the solution” and presenting your products and solutions at “CeBIT green IT” in the forthcoming spring. In the following pages, we introduce you to the key points of our concept for 2010. They include thematically arranged exhibition areas and a central forum, where the fourth Annual Conference on Green IT will be hosted by the Federal Environment Ministry and BITKOM. Presentation opportunities, press activities, high level discussions, events with large ICT users, guided tours and the inclusion in the partner country program will ensure the right stream of visitors passing by your solutions.

I would like to invite you to benefit from the internationally unique platform offered by the “CeBIT green IT”.

Sincerely,  
Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer  
President BITKOM