

SECTOR

Establish a foothold in tomorrow's market!

What will our working lives look like in the future? How will we communicate tomorrow? What can the ICT industry do for our environment? Recognizing emerging trends, turning visions into reality, moving forward – BITS visitors can see at a glance where future opportunities lie, and explore the possibilities presented by tomorrow's growth markets. Make sure you are there as the future takes shape – at BITS 2011.

BITS will focus on specific target groups, with annual events promoting the following sectors:

- Business IT and ICT infrastructure
- B2B communications and location-based services
- Banking and finance
- Public sector
- Future Lab – including "Speaker's corners"



EVENT HIGHLIGHTS

BITS South America is more than just an exhibition.

It is the focal point of a series of events

Conferences and round-table discussions, seminars and presentations on the show floor, business matchmaking and networking opportunities. It is a gathering designed to bring together policy-makers, solutions developers and business professionals in order to realize synergies and benefits for all involved.

- The event will be attended by high-calibre visitors and exhibitors
- The conferences, seminars and specialized forums will present an ideal platform for networking and knowledge transfer



Business generation areas

- Small rooms for conferences, private meetings and group discussions
- Business round-table discussions and presentations
- Business suites
- Networking lounge
- Open networking lounge

Lounge

Strategically placed "socialization islands" where visitors can relax and chat with business friends and other visitors. W-LAN access throughout the area.

Future Lab – An on-site forum

Presentations open to the public – "Speaker's corner" topics that will cover different approaches and categories. Area located within the exhibition – free access.



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BITS
Business IT
South America
a CeBIT Event

10-12 May 2011

FIERGS EXHIBITION & CONVENTION CENTER – PORTO ALEGRE – RS, BRAZIL

Support:



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www.bitsouthamerica.com.br

**MARKETING POWER
FOR YOUR BUSINESS**

10-12 May 2011

FIERGS EXHIBITION & CONVENTION CENTER – PORTO ALEGRE – RS, BRAZIL

BITS
Business IT
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a CeBIT Event



The world's N°1 marketplace for digital business





BITS Business IT South America a CeBIT Event



CONCEPT

BITS – Business IT South America – is a CeBIT Event designed to provide an integral experience of ICT in Brazil and South America. It serves as a platform for bringing together people, content and products relating to information and communication technologies.

In other words, because it combines various elements in a single event, it is much more than simply a trade show or conference.

BITS gives IT professionals ideal opportunities to engage in dialogue with their colleagues and find answers and solutions to questions related to their work. It is the place where exhibitors can effectively enhance their business performance.

BITS is a CeBIT Event closely associated with CeBIT Hannover, the world's largest technology show.



VISITOR

New prospects: Everything you need to know about the future.

Where do we stand right now? And where is the digital world headed in the future? The extensive conference program that accompanies BITS South America 2011 will be "work in progress" until the very last minute, constantly updated to reflect the latest ICT developments. But one thing is sure: the industry's leading players will be at the event, debating the most pressing issues of the day. This means that in 2011 you can look forward to another program of high-profile conferences and groundbreaking keynote speeches. A must for everyone who wants to stay on the ball.



Visitors will include:

High-calibre decision-makers in the public B2B sector / Senior managers / Investment decision-makers / Information security decision-makers / Systems managers / Application managers / Database managers / Webmasters / Project managers / System analysts / Trade professionals / Infrastructure and network services managers / Telecommunications, mobility and wireless platform managers / Data centre managers / Marketing managers / Service providers and freelance professionals

Their objectives:

To track down new trends and technologies / To find out about the latest know-how in national and international companies / To identify new investment opportunities / To identify new partners / To evaluate products and specific technologies / To evaluate competing technology / To expand their networks

BRAZIL. GREATER ECONOMIC POWER IN SOUTH AMERICA

In recent years, BRIC countries have gained considerable importance not only as ICT users but also as producers of ICT goods and services. For instance, the BRIC countries together increased their exports of ICT goods by nearly 35% per year from 2000 to 2006 to reach a total value of USD 307 billion. During same time period imports rose by 26% per year. Brazil's ICT market has shown impressive growth in recent years and is expected to prosper in future. Double-digit growth rates as in 2007 and 2008 could not be maintained during the recent global economic slowdown. However, growth of the ICT market remains positive in Brazil in contrast to many European Countries. In 2009 the market value increases by 3.6%. The 2010 forecast (+6.2%) shows that the Brazilian ICT market continues to offer significant potential for growth.

The telecom sector accounts for 71% of the Brazilian ICT market. In 2009 telecom spending reaches 52.9 billion Euros, whereas the IT market amounts to 21.7 billion Euros. The latter is also predicted to grow more slowly than the telecom market in 2010. Thus, the telecom segment will further increase its weight in ICT market.

VENUE

Considered one of the country's best venues for trade shows and exhibitions, the pavilion of the FIERGS Exhibition & Convention Centre is fully equipped for hosting high-profile events. This modern venue has an intelligent, well-designed infrastructure that serves all needs. Designed using cutting-edge technology, it is suitable for trade shows, concerts, conferences and other events both national and international.



www.centrodeeventosfiergs.com.br



CONFERENCES

The conference will take place alongside the trade show BITS – Business IT South America, a CeBIT Event, and can be expected to attract large numbers of industry professionals looking for new products, technologies and services. It promises to provide a unique opportunity for developing your business network. The conference will be organized into five key parallel segments, each covering an area in which ICT technology offers solutions: Finance, Telecoms, Retail, Industry and Government.

Softsul, a Softex agent – Partner responsible for conference organization

BE AN EXHIBITOR

Ensure your space now

Shorter and with a sharper focus for more successful outcomes

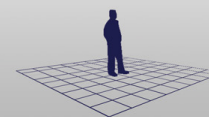
BITS South America has a clear focus on target groups and a format designed to cater for their differing interests. The event boasts an intelligent layout and topic structure, attractively designed exhibition areas and high-profile events, all of which contribute directly to the success of your presentation. The result: more visits from industry professionals and a sharper focus on new contacts and new business.

Log on to new sales opportunities

ICT technology is indispensable for many everyday business processes. Companies wishing to compete successfully must manage and monitor their business processes quickly and efficiently – so they need solutions they can depend on. From customized software and enhanced digital security to IT outsourcing – companies are looking for the best applications for their type of business. And they'll find them all at BITS, the place where you and your innovations are sure to receive a warm welcome!

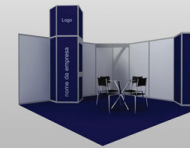
Option 1

Raw Space= 152€ sqm. Minimum Size=9 sqm
prices include VAT taxes



Option 2

Stand Shell Scheme (9m²) 177€ sqm.
prices include VAT taxes



Option 3

Stand Shell Scheme Plus (9m²) 191€ sqm.
prices include VAT taxes

