

**CeBIT**  
australia



# **CeBIT AUSTRALIA 2010**

**EXPO | CONFERENCES | NETWORKING**

## **END OF EVENT REPORT**

24 - 26 MAY 2010 | SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR

# A GLOBALLY SIGNIFICANT EVENT FOR AUSTRALIA

CeBIT Australia is based on its parent event, CeBIT Hannover, the largest ICT event and is part of the Worldwide CeBIT events family, the world's leading events in Information and Communications Technology, covering all major markets of the world. It is one of only three CeBIT events held worldwide each year



## Hannover Fairs Australia/New Zealand

### Hannover Fairs Australia

Hannover Fairs Australia is a wholly-owned subsidiary of the global trade group company Deutsche Messe AG. Hannover Fairs Australia also assists Australian companies in attending other international events organised by Deutsche Messe AG across the world.



## Deutsche Messe AG Hannover · Germany

### Deutsche Messe AG

Achieving average annual revenues of EUR 250 million, around 800 employees, 70 foreign representatives and an exhibition centre with a superb infrastructure totalling 1 million square meters of space, Deutsche Messe - based in Hannover, Germany - is the world's foremost trade fair company.

It has extensive expertise and experience in planning and executing around 100 trade fairs and exhibitions every year, involving 23,000 exhibitors, 1.8 million visitors and 15,000 journalists from over 100 different countries.

DMAG Senior Vice President, Global Fairs Mr Wolfgang Lenarz showed his support participating in all three days of this year's event.



## Deutsches Generalkonsulat Sydney German Consulate-General Sydney

### German Consulate-General, Sydney

CeBIT Australia also welcomed special Guests Ambassador for the Federal Republic of Germany in Australia, Dr Michael Witter and Mr Hans Gunter Gnodtke, the German Consul General who participated in a number of events including the Opening Ceremony, Morning Plenary and Welcome Reception & Innovation Nation on Day 1, the ICT Dinner held on Day 2, as well as executive dinners and luncheons.



# MESSAGE FROM THE ORGANISERS

## “A hugely successful event”

CeBIT Australia has become the largest and most comprehensive annual gathering of industry, government and services in Australasia over recent years. It returned for the ninth time in 2010, once again cementing its place as the region's premier business event.

CeBIT Australia was a hugely successful event in 2010, showing solid positive growth across visitors, delegates and exhibitors:

- 594 Exhibitors, 21% of these were international exhibitors
- 30,426 business visitors, including 13 international trade delegations
- Over 1,800 delegates to the seven CeBIT Global Conferences (Up 76% on last year)
- Over 250 Registered Media Attendees

With the rate of change in the IT and business sectors more rapid than ever before, digital technologies now have a decisive impact on all levels of business activity. While one insight can take a business to new heights, one oversight can leave it far behind. Our aim is to provide interface between innovation, government and industry, allowing policy makers, business users and manufacturers to join forces and generate growth and open new revenue streams.

As a global industry leader CeBIT surveys the international market every year to predict key business trends and facilitate value to its business audience.

In 2010 we identified international and local market leaders covering a wide spectrum of businesses who have embraced technology and brought them together to launch the Executive Briefing. In this forum the VP and CTO of Amazon Web Services, the CEO of DHL Asia Pacific, the Managing Director of EnergyAustralia and the Chairman of Australian Stock Exchange, to name just a few, addressed a large audience to pass on how technology has driven their strategies and where it is headed next.

There is an increased readiness in the Australian market today to make positive change and desired improvements in the health sector, with more reliance on technology and technical capability being implemented as a key enabler. In consequence CeBIT launched, an eHealth hall and exhibition alongside a conference and workshop program for the first time in 2010. It focused on the evolving government health reform agendas, investment in telecommunications and broadband infrastructure within the health sector, as well as the emergence and convergence of new and existing eHealth technology.

It is a widely acknowledged fact that IT and particularly, the potential of the National Broadband Network (NBN) are great facilitators of industry growth, with the NBN set to create as-yet-unthought-of sectors of commerce and drastically changing the way we live, work and interact. Recognising this, CeBIT Australia presented its NBN conference in 2010, using its wide audience to gather key stakeholders in the position to share their foresights as to what this might look like for the Australian business and broader communities.

With several new initiatives and key government partnerships already being planned, 2011 is set to be an exciting time for CeBIT Australia.

If you joined us in 2010, we would like to take this opportunity to thank you for your support and invite you to review the facts, figures and features behind this year's event. For those of you who have not exhibited at, or visited CeBIT before, this report will give you some insights into what you missed in 2010 and what your organisation's participation in CeBIT Australia 2011 can bring.



**Wolfgang Lenarz**  
Senior Vice President,  
Global Fairs  
Deutsche Messe AG



**Dr Andreas Gruchow**  
Member of the Board  
at Deutsche Messe AG



**Jackie Taranto**  
Managing Director  
Hannover Fairs Australia

Handwritten signature of Wolfgang Lenarz in black ink.

Handwritten signature of Dr Andreas Gruchow in black ink.

Handwritten signature of Jackie Taranto in black ink.

# FUTURE PARTNERSHIP WITH NSW GOVERNMENT FOR CeBIT AUSTRALIA



**Kristina Keneally MP**  
**Premier**  
**New South Wales**

Representing the CeBIT Australia 2010 host state, New South Wales, Premier Kristina Keneally used her opening presentation to announce a strategic partnership with CeBIT parent company, Hannover Fairs Australia, until 2013.

Premier Keneally also recognised the significant contribution that the CeBIT Australia event makes to the NSW image and economy each year. She commented:

“It is terrific to have CeBIT here at Sydney’s Darling Harbour as it reflects the changes that have happened [in ICT] in such a short period of time.”

“Here in NSW we want to consolidate our position as home of the contemporary and creative knowledge based industry.”

“That is why I’m pleased today to announce that we have entered into exclusive negotiations with Hannover Fairs Australia, to enhance CeBIT here in Sydney, and to create a strategic partner country program for the next three years.”

Within this partnership, the New South Wales Government will provide funding for the event over three years and will participate in an organising committee to deliver a partner country program for CeBIT Australia, with Germany the first country to participate in 2011. Premier Keneally also joined VIP guests for a tour of the CeBIT Exhibition, visiting the stands from CSIRO, NICTA, Industry and Investment NSW, SAP and Intel before her opening address.

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# KEY PARTICIPANTS

**CeBIT AUSTRALIA LINKS**  
**GOVERNMENT AND INDUSTRY**



# SPONSORS & SUPPORTERS

## PRESENTING PARTNERS

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Australian Government

Department of Finance and Deregulation



Australian Government

Department of Defence  
Defence Science and  
Technology Organisation

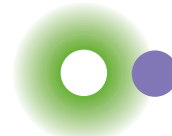


Australian Government

Department of Broadband,  
Communications and the Digital Economy



CSIRO



NICTA

## MAJOR SPONSORS

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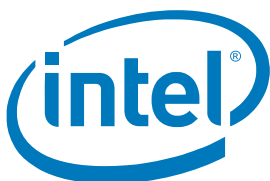
Industry &  
Investment



MOTOROLA

## STRATEGIC SPONSORS

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# SPONSORS & SUPPORTERS

## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## SACHEL SPONSORS



## MOBILE PLATFORM PARTNER



## TEA BREAK SPONSOR



## SPONSORS



## SUPPORTING ORGANISATIONS & ASSOCIATIONS



# AUSTRALIAN GOVERNMENT @ CeBIT AUSTRALIA



Australian Government

Department of Broadband,  
Communications and the Digital Economy



## Senator Stephen Conroy Minister For Broadband, Communications & The Digital Economy Australian Government

Due to parliamentary duties which prevented him attending in person as he did in 2009, this year Senator Conroy officially welcomed national and international delegates, exhibitors, speakers and VIP guests to CeBIT Australia 2010 via video message.

Senator Conroy took the opportunity to inform attendees about the progress with delivery of the National Broadband Network.

“CeBIT provides us with a sneak peek of what might be possible under the NBN. And I would like to congratulate the organisers for once again delivering an exciting and important event in Australia,” Senator Conroy told delegates.



Australian Government

Department of Finance and Deregulation



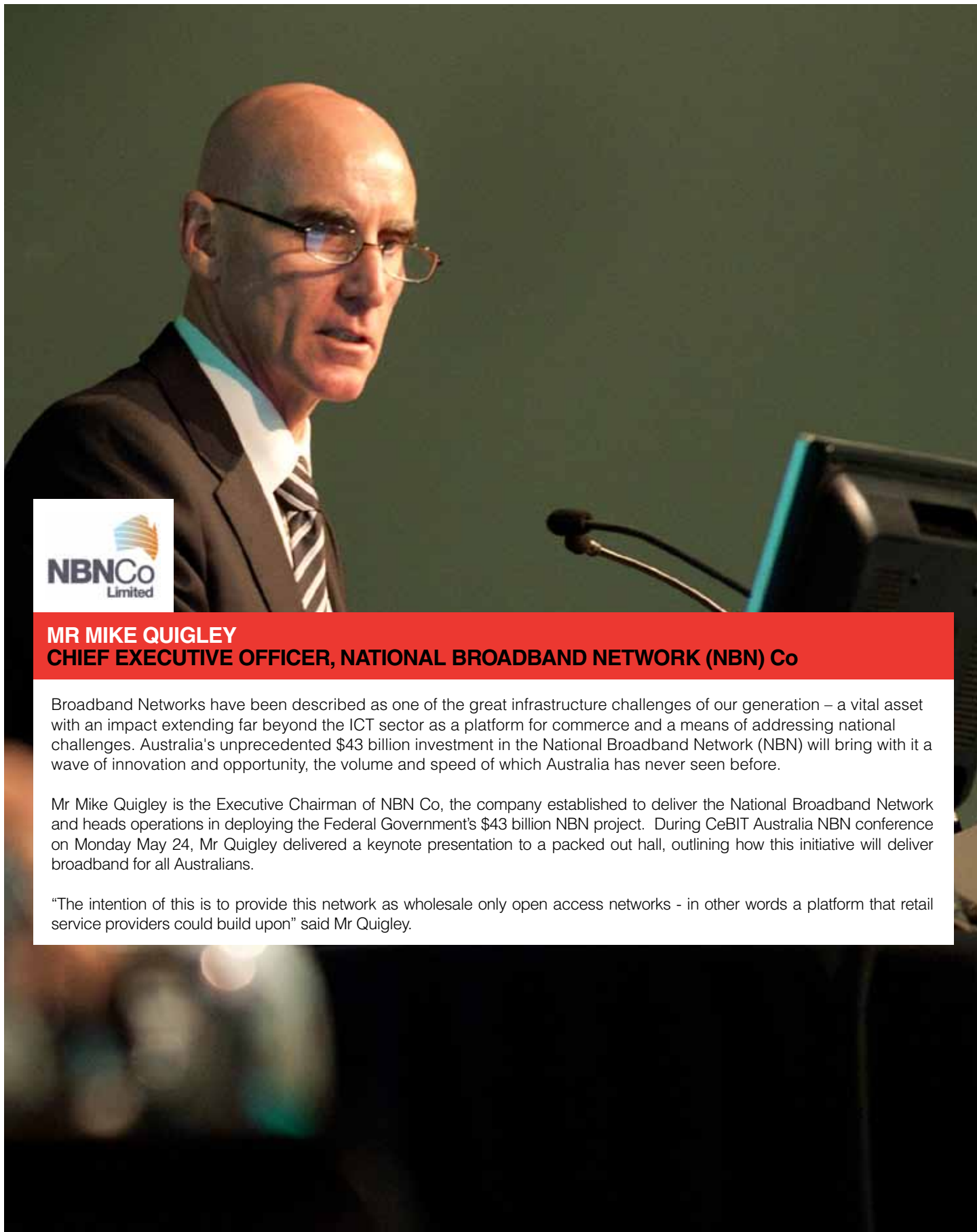
## The Hon. Lindsay Tanner Minister for Finance & Deregulation Australian Government

Participating in his second CeBIT forum this year, the Minister for Finance and Deregulation, Lindsay Tanner, presented as a keynote speaker to open this year's CeBIT eGovernment Forum.

While parliamentary commitments meant he was unable to attend CeBIT Australia 2010 in person, Minister Tanner once again supported the event, using his video message to launch the Government's principals of engagement with the ICT industry.

Minister Tanner also emphasised the Australian Government's commitment to eGovernment policies and practices "using technology to enable greater engagement with citizens [and] to interacting more openly and productively with people in the ICT sector about all the issues associated with Government both as a service deliverer, customer and organiser of ICT activity".

# AUSTRALIAN GOVERNMENT @ CeBIT AUSTRALIA



**MR MIKE QUIGLEY**  
**CHIEF EXECUTIVE OFFICER, NATIONAL BROADBAND NETWORK (NBN) Co**

Broadband Networks have been described as one of the great infrastructure challenges of our generation – a vital asset with an impact extending far beyond the ICT sector as a platform for commerce and a means of addressing national challenges. Australia's unprecedented \$43 billion investment in the National Broadband Network (NBN) will bring with it a wave of innovation and opportunity, the volume and speed of which Australia has never seen before.

Mr Mike Quigley is the Executive Chairman of NBN Co, the company established to deliver the National Broadband Network and heads operations in deploying the Federal Government's \$43 billion NBN project. During CeBIT Australia NBN conference on Monday May 24, Mr Quigley delivered a keynote presentation to a packed out hall, outlining how this initiative will deliver broadband for all Australians.

"The intention of this is to provide this network as wholesale only open access networks - in other words a platform that retail service providers could build upon" said Mr Quigley.

# AUSTRALIAN GOVERNMENT @ CeBIT AUSTRALIA

During recent years, Governments in Australia – Federal, State and Local - have greatly increased their capacity and prowess in using ICT for effective management of information, and more open engagement with its citizens.

The Australian Government ranked impressively in both the United Nations (UN) and World Economic Forum (WEF) surveys for 2010 showing Australia at:

- 8th in the UN Global E-Government Development Index, which ranks aptitude and willingness of countries to use e-government for ICT-led development; and
- 2nd in the WEF E-Participation Index assessing the quality, relevance, usefulness, and willingness of government websites for providing online information and participatory tools and services to the people

Across all sectors, government are both the big buyers and key players in business technologies. In the last 9 years, CeBIT Australia has developed strong relationships in the public sector, working closely with Federal and State Governments, and with Local Councils, to help grow the economy, create jobs and develop industry.

CeBIT Australia attracts more international government-level trade delegations, business leaders and world-leading companies to the Asia-Pacific region than any other event, creating significant opportunities for bilateral trade, networking and deal-making.

This year CeBIT Australia gathered attendees from more than **270** federal, state government agencies and local councils, including:

## Australian Government

Attorney-General's Department  
AusIndustry  
Austrade  
Australia Council for the Arts  
Australian Army  
Australian Building and Construction Commissioner  
Australian Bureau of Statistics  
Australian Centre for International Agricultural Research  
Australian Commission on Safety and Quality in Health Care  
Australian Communications and Media Authority  
Australian Competition and Consumer Commission  
Australian Crime Commission  
Australian Defence Force  
Australian Electoral Commission  
Australian Federal Police  
Australian Government Department of Defence  
Australian Government Department of Finance and Deregulation  
Australian Government Information Management Office  
Australian Government Solicitor  
Australian Human Rights Commission  
Australian Institute of Aboriginal and Torres Strait Islander Studies  
Australian Institute of Family Studies  
Australian Institute of Health and Welfare  
Australian Institute of Sport  
Australian Legal Reform Commission  
Australian Maritime Safety Authority  
Australian Nuclear Science and Technology Organisation  
Australian Organ and Tissue Donation and Transplantation Authority  
Australian Pesticides and Veterinary Medicines Authority  
Australian Prudential Regulation Authority  
Australian Radiation Protection and Nuclear Safety Agency  
Australian Recording Industry Association

Australian Research Council  
Australian Securities and Investment Commission  
Australian Taxation Office  
Bureau of Meteorology  
Centrelink  
CERT Australia  
Comcare  
Defence Materiel Organisation  
Defence National Storage and Distribution Centre  
Defence Science and Technology Organisation  
Department of Broadband, Communications and the Digital Economy  
Department of Education, Employment and Workplace Relations  
Department of Environment and Conservation  
Department of Families, Housing, Community Services and Indigenous Affairs  
Department of Foreign Affairs and Trade  
Department of Health and Ageing  
Department Of Human Services  
Department of Immigration and Multicultural and Indigenous Affairs  
Department of Infrastructure  
Department of Innovation, Industry, Science and Research  
Department of Local Government  
Department of Primary Industries  
Department of the Environment, Water, Heritage and the Arts  
Director of Public Prosecutions  
Directorate of Oceanography and Meteorology  
Enterprise Connect  
Fairwork Ombudsman  
Federal Court of Australia  
Government Chief Information Office  
Insolvency and Trustee Service Australia  
IP Australia  
Medicare Australia  
Migration Review Tribunal and Refugee Review Tribunal  
National Acoustic Laboratories  
National Archives of Australia  
National Capital Authority

National eHealth Transition Authority  
National Library of Australia  
National Native Title Tribunal  
Office of Spatial Data Management  
Office of the Migration Agents Registration Authority  
Office of the Renewable Energy Regulator  
Reserve Bank of Australia  
Royal Australian Air Force  
Royal Australian Navy  
Telecommunications, Broadband and Digital Economy Coordination Office  
The Fair Work Ombudsman  
Workplace Authority

## Government Agencies by State

### New South Wales

Aboriginal Housing Organisation  
Ambulance Service of New South Wales  
Audit Office of New South Wales  
Businesslink Pty Ltd  
Central Sydney Area Health Service  
Centre for Health Informatics  
Department of Justice and Attorney General, New South Wales  
Forests of New South Wales  
Greater Western Area Health Service  
Health Care Complaints Commission  
Health Support Services  
Housing New South Wales  
Hunter New England Health Service  
Independent Commission against Corruption  
Independent Pricing and Regulatory Tribunal  
Independent Transport Safety and Reliability Regulator  
Industry & Investment New South Wales  
Land and Property Management Authority  
Legal Aid Commission of New South Wales  
Motor Accidents Authority of New South Wales  
Mt Druitt Hospital  
New South Wales Ambulance Services  
New South Wales Businesslink  
New South Wales Chief Information Office  
New South Wales Consumer, Trader and

## Government Agencies by State (cont'd)

Tenancy Tribunal  
 New South Wales Crime Commission  
 New South Wales Department of Corrective Services  
 New South Wales Department of Environment, Climate Change and Water  
 New South Wales Department of Health, Health Support Services  
 New South Wales Department of Human Services  
 New South Wales Department of Land and Property Management Authority  
 New South Wales Department of Planning  
 New South Wales Department of Premier and Cabinet  
 New South Wales Department of Primary Industries Agriculture  
 New South Wales Department of Public Works  
 New South Wales Department of Services, Technology and Administration  
 New South Wales Fire Brigade  
 New South Wales Food Authority  
 New South Wales Government  
 New South Wales Government Chief Information Office  
 New South Wales Health Prince of Wales Hosp  
 New South Wales Institute of Medical Education and Training  
 New South Wales Justice Health  
 New South Wales Maritime  
 New South Wales Ministry of Transport  
 New South Wales Office for Science and Medical Research  
 New South Wales Office of Industrial Relations  
 New South Wales Office of Transport Safety Investigations  
 New South Wales Ombudsman  
 New South Wales Police Force  
 New South Wales Procurement  
 New South Wales Rural Fire Service  
 New South Wales State Emergency Service  
 New South Wales Treasury Corporation  
 New South Wales WorkCover Authority  
 Newborn Emergency Transport Service  
 North Coast Area Health Service  
 Northern Sydney Central Coast Area Health Office of Public Works  
 Office of State Revenue  
 Prince of Wales Hospital  
 Railcorp Asset Management Finance  
 RailCorp New South Wales  
 Register of Encumbered Vehicles  
 Roads and Traffic Authority of New South Wales  
 Royal North Shore Hospital  
 Royal Prince Alfred Hospital  
 Rozelle Hospital  
 Screen New South Wales  
 South East Illawarra Health  
 St George Hospital  
 State Library of New South Wales  
 State Property Authority  
 State Rail Authority  
 State Records Authority of New South Wales  
 State Transit Authority of New South Wales  
 Sydney Children's Hospital  
 Sydney Harbour Foreshore Authority  
 Sydney South West Area Health Service  
 Sydney South West Pathology Service  
 Sydney South West Area Health  
 Sydney West Area Health Service  
 Tourism Wollongong  
 Transport Infrastructure Development Corporation

Westmead Hospital

### Victoria

Center for I.T. Excellence  
 Department of Human Services, Victoria  
 Department of Treasury and Finance, Victoria  
 Fair Work Australia, Victoria  
 Magistrates Court of Victoria  
 Multimedia Victoria  
 North Central Catchment Management Authority  
 North East Region Water Authority  
 Parliament of Victoria  
 VicRoads  
 Victoria Police

### Queensland

Gold Coast Hospital  
 Health Information Network  
 Invest Queensland  
 Princess Alexandra Hospital  
 Queensland Ambulance Services  
 Queensland Department of Education and Training  
 Queensland Department of Emergency Services  
 Queensland Department of Employment, Economic Development and Innovation  
 Queensland Health  
 Queensland Health Corporate Office  
 Queensland Transport  
 Shared Information Solutions  
 State Library of Queensland  
 TAFE Queensland

### South Australia

Central Local Government Region of South Australia  
 Innovate South Australia  
 Institute of Medical & Veterinary Science  
 Noarlunga Health Services  
 Office of the Chief Information Officer South Australia  
 South Australia Department for Families and Communities  
 South Australia Department of Further Education, Employment, Science & Technology  
 South Australia Department of Transport, Energy & Infrastructure

### Western Australia

Health Networks  
 Western Australia Department of Commerce  
 Western Australia Department of Health  
 Western Australia Department of Transport

### Tasmania

Northern Tasmanian Pathology Service  
 Royal Hobart Hospital  
 Tasmania Department Of Health And Human Services  
 Tasmania Department of Premier and Cabinet

### Australian Capital Territory

InTACT  
 Legislative Assembly  
 Live in Canberra ACT Govt

### Northern Territory

Northern Territory Department of Health and Families  
 Northern Territory Treasury

## Local Councils

Albury City Council  
 Ashfield Municipal Council  
 Auburn City Council  
 Ballina Shire Council  
 Bankstown City Council  
 Baulkham Hills Shire Council  
 Bayside City Council  
 Bega Valley Shire Council  
 Burwood Council  
 Campbelltown City Council  
 Cessnock City Council  
 City of Canterbury  
 City of Cockburn  
 City of Ryde Council  
 City of Swan Council  
 City Of Sydney Council  
 Deniliquin Council  
 Dorset Council  
 Fairfield City Council  
 Fraser Coast Regional Council  
 Gosford City Council  
 Hawkesbury City Council  
 Holroyd City Council  
 Hurstville City Council  
 Ipwea New South Wales - Ballina Council  
 Kiama Council  
 Kiama Municipal Council  
 Knox City Council  
 Kogarah Municipal Council  
 Ku-Ring-Gai Council  
 Lake Macquarie City Council  
 Leichhardt Council  
 Liverpool City Council  
 Murrumbidgee Council  
 Mildura Rural City Council  
 Mosman Municipal Council  
 Muswellbrook Shire Council  
 Nambucca Shire Council  
 North Sydney Council  
 Parramatta City Council  
 Penrith City Council  
 Pittwater Council  
 Randwick City Council  
 Rockdale City Council  
 Sorell Council  
 Strathfield Council  
 Sunshine Coast Council  
 Sutherland Shire Council  
 The Hills Shire Council  
 Upper Hunter Shire Council  
 Warringah Council  
 Willoughby City Council  
 Wingecarribee Shire Council  
 Wollondilly Shire Council  
 Wollongong City Council  
 Wollahra Council  
 Wyndham City Council  
 Wyong Shire Council

# eGOVERNMENT AWARDS



The Excellence in e-Government Awards (the Awards), were introduced in 2006 by the Australian Government to promote excellence in the use of information and communications technology (ICT) in all spheres of government across Australia. The primary focus of the Awards is the promotion of excellence in the use of ICT by government. The Awards are administered by the Department of Finance and Deregulation (Finance). This year the Awards were expanded to include categories across a number of ICT disciplines and to recognise outstanding achievement by an individual, or team in any discipline.

## THE e-AWARDS FOR EXCELLENCE IN e-GOVERNMENT

**Australian Government 2010 Excellence in e-Gov Award**  
City of Marion, South Australia  
SA Council Maps

**Australian Government ICT Professional of the Year**  
Department of Immigration and Citizenship  
Communications and Change Taskforce and User Centred Design Branch

### AUSTRALIAN GOVERNMENT PROJECT e-AWARDS CATEGORY WINNERS

**Applications Development**  
Department of Human Services (Centrelink)  
Centrelink Emergency Response Contact System (CERCS)

**Geospatial**  
City of Marion, South Australia  
SA Council Maps

**Project Management**  
Rockdale City Council, New South Wales  
Council EDRMS

**Service Delivery**  
NSW Department of Education and Training  
School Website Service

**Systems Architecture**  
City of Cockburn, Western Australia  
Vmware View Desktop Rollout

# OUR RESEARCH PARTNERS @ CeBIT AUSTRALIA



This year at CeBIT Australia 2010, CSIRO showcased two revolutionary new technologies, which can also be further extended and improved on through collaboration with the National Broadband Network (NBN). Both of the products showcased on the show floor will allow for greater safety, productivity, ease of management and lifestyle choice to both the everyday Australian and to countless industrial based industries.



## **Dr Alex Zelinsky** **Group Executive, Information Sciences, CSIRO**

Dr Alex Zelinsky is CSIRO's Group Executive of Information Sciences and a member of CSIRO's Executive Team.

Dr Zelinsky spoke at the AusInnovate Conference on Monday 24 May, the first day of CeBIT 2010. His presentation, '*Enabling Infrastructure for Scientific Grand Challenges*' highlighted the challenges faced by scientific research and how infrastructure has allowed these challenges to be overcome. During his presentation he examined the Australian Square Kilometre Array Pathfinder (ASKAP) and Sensor Networks.

Aside from speaking at the AusInnovate Conference, Dr Zelinsky spoke on behalf of the Australian R&D Industry at the CeBIT Welcome Reception and Innovation Nation, held at the Art Gallery of NSW.



## **Dr Ian Oppermann** **Director, CSIRO ICT Centre**

As Director of CSIRO's ICT Centre, Dr Oppermann oversees scientific research, business strategy, as well as growth and development opportunities.

Dr Oppermann participated as both a moderator and panellist at the AusInnovate Conference 2010. The panel discussion topic was '*Examining the issues Australia has to address to gain maximum advantage of the NBN*'.

He also presented at the eGovernment forum on the second day of CeBIT 2010, Tuesday 25 May. His presentation, '*Going Wireless in a NBN World*', examined the power of the National Broadband Network providing access to reliable, high-speed communications to all Australians, including the 10% of the population in rural areas which will have wireless broadband access. He pointed out how CSIRO can facilitate this with their patented fixed wireless technologies and presented the results of the CSIRO Wireless Broadband Technology Trials.

Dr Oppermann joined a panel at the eGovernment Forum. The panel discussion topic was '*Options and Opportunities – Technological Change 2010 and Beyond*'.

# OUR RESEARCH PARTNERS @ CeBIT AUSTRALIA



At CeBIT Australia 2010, NICTA showcased the latest innovative developments to come out of their research labs, with one ground-breaking new product, AutoMap Digital Data for GPS Mapping system, taking home the CeBIT.AU 2010 Early Innovators Award.



## **Dr David Skellern** **CEO, NICTA**

Dr David Skellern has a background in scientific research, industrial R&D, and engineering education and has been the CEO of National ICT Australia (NICTA) since mid-2005.

Dr Skellern was a moderator and panellist at the AusInnovate Conference. The panel discussion topic was '*Examining the issues Australia has to address to gain maximum advantage of the NBN*'. Aside from speaking at the AusInnovate Conference, Dr Skellern also joined distinguished guests of CeBIT Australia 2010 at the private dinner held before CeBIT and at the VIP luncheon held during the event. As the CEO of NICTA, Dr Skellern welcomed guests of the ministerial and international delegation exhibition tours at the NICTA stand and assisted with the demonstration of NICTA's latest innovation and technology.



## **Dr John Parker** **CTO, Implant Technologies, NICTA**

Dr John Parker is the Chief Technology Officer of Implant Technologies at NICTA. He presented at the AusInnovate Conference on *Emerging Technologies and Infrastructure Requirements for Cost Effective Health Care*. Coming from a medical device industry, he emphasised on cost reduction and improvement in quality of health care. He explored trends such as the rising costs of health care and the impact of the ageing population, which in turn increase demands in health care. Dr John Parker highlighted that ubiquitous high speed digital networks will allow more applications for active implants, including web enabled implants.



**Australian Government**  
**Department of Defence**  
Defence Science and  
Technology Organisation

The Defence Science and Technology Organisation (DSTO) is part of Australia's Department of Defence. DSTO is the Australian Government's lead agency charged with applying science and technology to protect and defend Australia and its national interests. DSTO has an annual budget of approximately \$400 million and employs more than 2,300 staff. A long standing partner of CeBIT Australia, DSTO works closely with the industry, science and technology community to enhance its ability to support Australia's defence and national security capabilities and to contribute to national wealth.



## **Dr Warren Harch** **Deputy Chief Defence Scientist, DSTO**

Dr Warren Harch is responsible for shaping and directing DSTO's research programs, which support Intelligence and Security, Information, Strategy and the Army. He is also DSTO's CIO and is responsible for developing and maintaining DSTO's information-centric capabilities.

This year at CeBIT Australia, Dr Harch moderated the security session 'Security: National Security must adapt to the dotcom era. Exploring preventative measures against traditional and cyber combat', at the AusInnovate conference on Monday 24 May. During this session, he also participated in the panel discussion, '*Examining the issues Australia has to address to gain maximum advantage of the NBN*'.

# INTERNATIONAL KEYNOTES @ CeBIT AUSTRALIA



## **Dr Werner Vogels** **Vice President World Wide Architecture and CTO** **Amazon Web Services**

Dr Vogels is Vice President & Chief Technology Officer at Amazon Web Services where he is responsible for driving the company's technology vision, which is to continuously enhance innovation on a global scale on behalf of Amazon's customers.

Coming from the USA, Dr Vogels gave generously of his time to deliver a keynote presentation at the morning plenary on Day One of CeBIT Australia 2010. By presenting case study examples of Nasdaq, Razorfish, Bild.de, Lawson, Netflix, 99 Designs, the United States Federal Government and Altium he showcased the advantages and uses of cloud computing.

He concluded his presentation claiming that "This is still day one. Cloud computing and its impact on enterprise business will evolve for some time. This is a truly disruptive technology; it will give you advantages a number of years down the road which you have not dreamt about."



## **Prof Dr Lutz Heuser** **Executive Vice President – Head of SAP Research** **SAP AG**

Professor Dr Lutz Heuser is responsible for the overall research portfolio management at SAP AG. He travelled from Germany to Australia to give a keynote presentation at this year's CeBIT Opening Ceremony on Monday 24 May.

Professor Dr Heuser is an expert in the areas of the Internet of Services, the Internet of Things, Radio Frequency Identification (RFID) and the web-based service industry. He launched research initiatives in the field of software technology for emerging economies and is active in this area on a global basis.



Professor Dr Heuser is an Honorary Professor at the Technical University of Darmstadt and holds an Honorary PhD from the Technical University of Dresden. He is a member of the German Academy for Technological Sciences and Chairman of the International Research Forum and the Research Committee of the Munich Circle, both high-level IT research initiatives.

Professor Heuser co-hosted the SAP VIP lunch on the same day to endorse the ongoing partnership between SAP and CeBIT Australia.



## **Dr Mike Bainbridge** **Clinical Architect** **NHS Connecting for Health**

International expert Dr Mike Bainbridge, Clinical Architect, National Health Services United Kingdom, offered his perspective on optimised healthcare delivery models and lent his experience in the role technology plays to support healthcare to the eHealth conference at CeBIT on Tuesday May 25.

Dr Bainbridge has been a leading figure in Clinical Informatics for 25 years, working both for Government and Industry. He has designed and brought to market Clinical Computer Systems for the General Practitioner. He was instrumental in the 2003 negotiation of the IT elements of the current General Practitioner Contracts in the UK.

He recently led the Clinical Architecture team at NHS Connecting for Health (NHS CFH), delivering innovations in hardware design, clinical interface design and interfaces for the both professionals and citizens to the electronic medical record.



# INDUSTRY LEADERS @ CeBIT AUSTRALIA

The annual CeBIT Australia Exhibition and Global Conference series is the largest gathering of world leading industry strategists in the Asia Pacific Region.

This year an impressive line-up of VIP guest speakers gathered at CeBIT Australia 2010 to present on driving output and enhancing business strategy through the use of technology.

Out of the Ordinary®



## Mr David Gonski AC Chairman, Investec Bank

Widely known as 'one of the country's best-connected businessmen' Mr David Gonski was one of this year's most highly anticipated presenters at CeBIT Australia.

Appearing as the opening keynote speaker at the morning plenary session on day one, Gonski provided constructive and analytical insights into the state of innovation in Australia today.

In his talk 'Innovation – A Chairman's View', Mr Gonski praised CeBIT partners CSIRO, NICTA and DSTO for their contribution to innovation in Australia. He concluded that by achieving main goals such as the completion of the telecommunication infrastructures and the funding of university research, Australia will not only improve its standards in R&D on a world scale, but will also allow the nation to accelerate its progress in positioning itself as a global leader in innovation.



## ENERGY George Maltabarow Managing Director EnergyAustralia

EnergyAustralia is the largest energy network in Australia. It provides specialised energy services and solutions with over 1.3 million customers in NSW, Victoria, Queensland and South Australia. The company has more than 5,649 employees.



## BANKING AND FINANCE Jason Millett General Manager Strategy, Executive & Transformation, Product & Operations of Westpac Group

A top 5 ASX company employing over 37,000 with global assets of \$590 billion.

# INDUSTRY LEADERS @ CeBIT AUSTRALIA

## BIOTECHNOLOGY

**Gary Robinson**  
VP Quality Assurance  
ResMed



ResMed is Australia's premier brand name in the biotech sector. The company posted 2008 revenues at ResMed Inc totalling US \$835.4M, while annual earnings equalled \$1.52 per share. It operates in 70 countries through wholly-owned subsidiaries and independent distributors.

## RETAIL

**Don Grover**  
Chief Executive Officer  
Dymocks



With over 96 stores in Australia, New Zealand Hong Kong and over 60 million books sold last year, Dymocks is a leading bookseller in the Asia-Pacific region. Dymocks presently holds the second largest slice of the Australian book market, at 17-18 per cent.

## TRANSPORT AND LOGISTICS

**Paul Graham**  
Chief Executive Officer,  
Asia Pacific, DHL Supply Chain



DHL's international network links more than 220 countries and territories worldwide. The company employs some 300,000 employees worldwide. DHL is a Deutsche Post World Net brand. The group generated revenues of more than 63 billion Euros in 2007.

## RESEARCH & DEVELOPMENT

**Hutch Ranck**  
Managing Director  
DuPont Australia



*The miracles of science™*

DuPont raised over \$28.9 billion revenue last year and employs 300 people across 7 offices and sites.

# FEEDBACK ON THE VALUE OF CeBIT AUSTRALIA

“ CeBIT is a big thing on our annual events calendar now. We have the eGovernment Forum in association with CeBIT so there's a whole lot of government people here. But we take our breaks and come down to the show floor. Basically I use CeBIT to go around to talk to vendors and to see what's new, get a sense of what the industry is doing and exchange views about where things are going. The thing about CeBIT is that we see a lot of vendors that we just would not see in Canberra. So it gives us a chance to connect with a much wider group of people. ”

John Wadeson, Deputy Secretary Infrastructure  
Department of Human Services



“ CeBIT has been a real eye opener and so useful in helping me look outside for interesting roles, new developments and where to focus. ”

Brendan Mchugh, Head of Technology  
Westpac



“ CeBIT is great for getting a big picture view of a number of key areas of business. ”

Mark Ridgeway, Analyst  
AMP Ltd

“ At CeBIT, we can show around our products to all different people coming from all different backgrounds. They can give us their perception of what they find useful, or what new things they would like to see in such applications. So for us it's a good way in three days to get that variety of feedback which is so difficult to get in a one on one interview. ”

Rahim Sabi, Researcher  
SAP Research



“ I was interested to see the trends in ICT as this helps us for our next strategies. CeBIT has been great for our business as we are a SME, so we generally like to understand trends before adopting new technology. ”

Andrew Ross, E-business Program Leader  
Brown Brothers Milawa Vineyard

“ We decided to show the technology at CeBIT this year because it's a wide audience, specifically the eHealth section this year has been good where we get people who are interested in what we're demonstrating. We've had some good leads come through and it gives us an access directly to the market. ”

John Bishop, Director  
Xacom (Partnered with VOIP)



# CeBIT.AU AWARDS



The CeBIT.AU Business Awards recognise outstanding achievement in the information and communications technology industry. The Awards carry the full weight of the CeBIT brand, one of the most recognised non-vendor technology brands in the world. Award winners are announced at the ICT Dinner and will be able to use the awards' branding on their website and marketing material for a full year following CeBIT Australia 2010.

This year we had a total of eight categories covering New Media, Technology Services, Business Advantage, Early Innovators, Communications, Advanced Retail Technology, Innovative IT Security and Location Based Services.



**Winner:** Sitecore  
US content management software (CMS) and portal software solutions company Sitecore won with its fully Integrated Online Marketing suite that is part of its Content Management System.  
**Finalists:** Evidence Technology, eWay, Datarati, Focusin Technology



**Winner:** Motorola Enterprise Mobility Business  
International Telco giant Motorola Enterprise Mobility Business won for its MT2000 mobile point of sales scanning system with inventory integration.  
**Finalists:** J2 Retail Systems, AdvanPOS Technology



**Winner:** Pronto Software  
ERP Software Solution provider Pronto Software won with its Xi – Phase 6 ERP solution, tailored for the retail, manufacturing, supply chain, facilities management and mining industries.  
**Finalists:** IPScape, Visual Analysis, Neosoft Technologies



**Winner:** Triple Cloud  
Cloud and software services provider Triple Cloud won for its Australian launch of Shoeboxed.com - an online service for the digitization of receipts and business cards.  
**Finalists:** Pronto Software, Tobii Technology, Alloy Computer Products Australia



**Winner:** National ICT Australia (NICTA)  
Government funded research agency NICTA won for its AutoMap project– an Automatic, Autonomous Digital Map Creation, helping to keep GPS and maps data up to date.  
**Finalists:** AAM, Netcard, Platform 46



**Winner:** Fonality  
Home grown business telephony company Fonality won with their Connect product – an affordable, cloud based, virtual business phone system.  
**Finalists:** Powertec Telecommunications, SAF Australia, Motorola Enterprise Mobility Business, PC Range, Alloy Computer Products Australia



**Winner:** Angler Technologies India  
Indian ISO company ANGLER Technologies won with its TRINETRA - GPS Vehicle Tracking and Fleet Management Solution.  
**Finalists:** AAM, Yapp Mobile



**Winner:** McAfee  
Well known security provider giant McAfee won for its McAfee –Total protection for data – EndPoint Encryption for PC.  
**Finalists:** Backup.com.au, Kaspersky Lab, Trend Micro Australia

# SOME OF THE LEADING GLOBAL COMPANIES REPRESENTED @ CeBIT AUSTRALIA



## Business Services

Accenture  
KPMG  
Ernst & Young  
Pricewaterhouse Coopers  
Capgemini  
Deloitte & Touche  
UXC  
TOLL Group  
Alphawest

## Energy

Rio Tinto  
BHP Billiton  
Caltex Australia Petroleum  
Woodside Petroleum

## Financial Services

National Australia Bank  
Commonwealth Bank  
ANZ Banking  
Westpac Banking Group  
QBE Insurance Group  
Macquarie Bank  
Deutsche Bank  
AMP  
HSBC Holdings  
JP Morgan Chase  
Investec Bank  
GE Capital Finance  
Zurich Financial Services  
Goldman Sachs Group  
St George Bank  
Citi Group  
Suncorp-Metway  
Stockland  
AXA Asia Pacific  
BNP Paribas  
Stockland Group  
IAG  
Lumley Insurance  
ING Direct Group  
NRMA  
MetLife  
Allianz

## ICT

IBM  
Microsoft  
HP  
Fujitsu  
Toshiba  
CISCO  
ORACLE  
Telstra  
VodaHutch  
Huawei  
Nokia Siemens  
Verizon Communications  
AAPT  
Optus  
Intel  
Telstra  
AT&T  
Yahoo

## Manufacturing/ Distribution

Pfizer  
Sanof-aventis  
Johnson & Johnson  
Fosters Group  
Unilever  
Nestlé  
Volkswagen Group  
Mitsubishi Group  
Toyota Motor  
Samsung Electronics

## Retail

Wesfarmers  
Westfield Group  
Woolworths  
Coles Group  
Big W  
Bing Lee  
DICK SMITH  
Myer  
Offceworks  
Coles  
David Jones  
Harvey Norman  
JB HiFi  
KMART  
Woolworths

# KEY MEDIA DATA

## A STRONG MEDIA TURNOUT FOR CeBIT AUSTRALIA IN 2010

CeBIT Australia 2010 was a media hit, generating a great deal of attention in the lead-up, event and post-event periods. Hot topics focused around the Federal Government's National Broadband scheme, eHealth, as well as strong interest in cloud computing and developments in the tablet and applications market.

Over **250** Media Attendees

The 2010 event saw prestigious, influential national and state media outlets from the print, broadcast and electronic sectors in attendance, complimented by a strong proportion of trade publications, bloggers and social media forums.

### Including

AAP	Howarth for Citrix Online	Position Magazine
ABC Radio	Information Age	Reuters
Ad News	Inside SAP	SC Magazine
ARN	International Technology Press Agency	Sky Business News
Australian Businesswomen's Network	ITBusinessEdge	Smart Company
BRW	ITNews	Sydney Morning Herald
Business Spectator	ITWire	Techworld
CIO	Landmark Magazine	The Australian
Comms Day	LexisNexis	Trader Business Media
Computerworld	Life Scientist	Voice+Data
Crikey	Local Government	Web Business Age
CRN	MISAustralia	ZDNet
Dynamic Business	My Business Magazine	and many more
Electronics News	New Scientist	
Engineers Media	News.com	
Forbes	Nine MSN	
Gizmodo	PC Authority	
Hospital & Aged Care magazine		

# MEDIA PARTNERS



**THE AUSTRALIAN**

Are you an informed Australian?

*BusinessSpectator*



CBS Interactive



**COMPUTERWORLD**

**TechWorld**

**iTWire.**

**FAST TH!NKING**

**Intermedium**

**mybusiness**



# GLOBAL CONFERENCES



## MAJOR GROWTH IN INTEREST IN CeBIT GLOBAL CONFERENCES

In 2010 CeBIT Australia assembled over 150 business leaders, strategists and technology experts to deliver the most comprehensive and valuable conference series, focussing on maximising the potential of upcoming technologies and tailored especially to a business audience.

The series of seven full-day conferences and eight half-day workshops were conducted over three days. A tremendous success, they attracted over 1,800 attendees – up by 76% on 2009 numbers. The program attracted decision-makers from all sectors of government and industry, including participants from 17 countries.

### Conference Programs

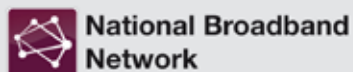
Parkside & Bayside Conference Centres



Conference 24 May 2010



Conference 24 May 2010



Conference 24 May 2010



Conference 25 May 2010



Conference 25 May 2010  
Workshops 24 & 26 May 2010



Conference 25 May 2010  
Workshops 26 May 2010



Conference 26 May 2010  
Workshops 25 May 2010



# EXECUTIVE BRIEFING

24 MAY 2010 SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR

Executive Briefing at CeBIT Australia 2010 drew together national and international business leaders and premier technologists, thinkers and partners for learning, forward-thinking, and networking. The speaker line up included C levels representing various industries including retail, banking, R&D, supply chain management and energy. Delegates learnt first-hand from top 100 companies about how technology is being used in business strategies to drive efficiency and sustainability.

## PARTNERS & SPONSORS



## FEATURING SPEAKERS, MODERATORS & PANELISTS



Paul Graham  
Chief Executive Officer, Asia Pacific  
DHL Supply Chain



# NBN (NATIONAL BROADBAND NETWORK)

24 MAY 2010 SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR

NBN Conference 2010 proved to be very successful with an exceptionally good turn out and positive feedback. NBN conference delegates came together and learned exactly what the NBN meant for them and how they can maximise the opportunities now and into the future. Expert insights and case studies on the opportunities and practicalities of the NBN rollout were presented by an excellent line up of speakers from both locally and internationally.

## FEATURED SPEAKERS, MODERATORS & PANELISTS



## PARTNERS & SPONSORS



**Australian Government**  
Department of Broadband,  
Communications and the Digital Economy



Your Partner for Growth



Mr Mike Quigley  
Chief Executive Officer, NBN Co.



# ENTERPRISE

25 MAY 2010 SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR

Enterprise Conference at CeBIT Australia 2010 focused heavily on cloud computing, and featured international speakers who shared their insights on how business process trends, such as cloud computing, affect future business strategy.

## FEATURED SPEAKERS, MODERATORS & PANELISTS



## PARTNERS & SPONSORS



Mr Simone Brunozzi  
Evangelist for Europe / APAC, Amazon Web Services



# WEBFORWARD

26 MAY 2010 SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR



Back by popular demand, WebForward Conference at CeBIT Australia 2010 was well attended. This year WebForward Conference was split into two streams in order to provide more indepth focus on each topic, which included a social and search marketing stream and a mobile marketing stream.

## FEATURED SPEAKERS, MODERATORS & PANELISTS







## PARTNERS & SPONSORS








Mr Etienne Fourie  
Director Sales & Marketing, iPOWOW!



# eGOVERNMENT FORUM

25 MAY 2010 SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR

eGovernment Forum at CeBIT Australia 2010 united local and global public sector experts and officials from all levels of government. CeBIT Australia's eGovernment Forum was a unique opportunity to help set Australia's agenda. Delegates from the eGovernment Forum gained an understanding of the possibilities and practicalities of engaging communities through online tools and encouraging "talkback". They found out how Web 2.0 is being used to enhance collaboration and knowledge sharing by government departments. Visions for the future of participatory government were shared.

## PARTNERS & SPONSORS



**Australian Government**  
**Department of Finance and Deregulation**



*Mr Glenn Archer,  
Chief Information Officer  
Department of Education, Employment and Workplace  
Relations – representing the Australian Government  
Chief Information Officer*



24 MAY 2010 SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR



CeBIT's AusInnovate Conference 2010 provided participants with the opportunity to learn from private and public sector industry leaders. AusInnovate delegates heard about how the Australian industry can win from the National Broadband Network rollout and how to draw the link between fundamental research and industry advantage. They also gained insights into commercial impact from Australian innovation, while networking with international and local decision makers.



FEATURING SPEAKERS, MODERATORS & PANELISTS



CONFERENCE PARTNERS



Dr Rob Vertessy  
Deputy Director (Water)  
Bureau of Meteorology

# eHEALTH @ CeBIT AUSTRALIA LAUNCHES IN 2010

'UK Health ICT champion' Dr Mike Bainbridge opens eHealth @ CeBIT



It is now widely acknowledged that there are many examples of technology enabling the healthcare sector on a day to day basis, with broader adoption in the system being a key challenge.

Applying practical and pragmatic approaches to highlight industry capability in business value terms and specific case examples of eHealth in action was something that many health service professionals and implementers agreed was needed.

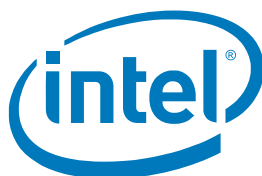
eHealth @ CeBIT has established an event that seeks to bring the health technology and ehealth community together in a single showcase demonstration, where practical application of medical devices, systems that support clinical service delivery, and technology supporting community, home, and self care can be displayed. Highlighting the things that do work and the latest innovations that are being applied across the system and how these technologies are being implemented and converge is a key outcome for visitors. eHealth @ CeBIT will continue to build on this fundamental model, working with the health community, industry, and partner associations.

With a simple theme of "What Works", the event sought to tie policy outcomes, health practice, industry capability, and technical implementation together. Demonstrations including medical devices, integrated systems for hospitals, tele-medicine, medical imaging, prescribing, community response, in-home medical devices, electronic health solutions, and leading innovations and research provided a platform to see "what works" in these areas now and where we will be in the future. A tangible output of the Conference was a white paper highlighting outcomes and results of the conference, panel discussions, and workshops and its support to government and health reform over the next year.

## eHealth Brands



**BOSCH**  
Invented for life



**PHILIPS**

**FUJIFILM**  
MEDICAL SYSTEMS

**ECLIPSYS**  
*The Outcomes Company*

**Tunstall**

**Emerging**  
HEALTH SOLUTIONS

**MAGELLAN**  
TECHNOLOGY

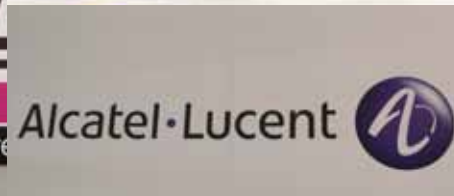
**VoIP**

# CeBIT AUSTRALIA

**CeBIT CONTINUES TO BE AUSTRALASIA'S MOST IMPORTANT BUSINESS, GOVERNMENT AND TECHNOLOGY PLATFORM.**

The CeBIT Australia 2010 show floor catered for a wide range of business needs from the most fundamental business technology processes such as data storage to the latest cutting edge Web-based products that will shape business over the next decade.

The exhibition also featured two new business theatres showcasing solutions to business executives seeking strategic advice through peer think tanks and coaching from top industry experts.



# CeBIT EXHIBITION

In 2010, **30,426** senior business, industry and government leaders and decision-makers from Australia and overseas attended CeBIT Australia to get advance recognition of the innovations that successful organisations are using to open new revenue streams, outsmart the competition, cut costs and thrive in the new reality.

## CeBIT in 2010: A Snapshot

- Achieved positive growth in both exhibitors and visitors
- Increased international exhibitor participation
- Increased exhibition size, including a new dedicated hall for eHealth
- Received positive feedback from exhibitors on quality and interest of visitors
- Attracted a major increase of 76% in the number of conference delegates from 2009, including wide support for two timely additions – Executive Briefing and NBN
- Hosted visitors from 42 countries and conference delegates from 17 countries

## The CeBIT Advantage

Featuring world leaders in technology adoption, CeBIT Australia 2010 provided a platform for industry interaction with the future of technology, explained to business leaders, by business leaders.

CeBIT is focussed on connecting businesses with the means to get every ounce out of their organisations by aligning their ICT asset investment with their strategy.

With **594** industry leaders on site, the exhibition floor allowed visitors to get up close and personal with the technologies changing the face of industry today, as well as the cutting edge innovations set to change the business landscape of tomorrow.

Combined with two business theatres running 3 full days of seminars and Australasia's most comprehensive conference program and CeBIT Australia 2010 allowed organisations to drill into the detail with round table discussions, interactive workshops, industry dinners, international delegations, business matching initiatives and much more.



"CeBIT Australia really is one of the foremost places where you can actually showcase. Really, its very good value, it really is an excellent investment, you can't put a price what you're likely to get from the sorts of conversations and stands that you can go and find out about things that are happening now and in the future."

**Jeff Kasparian, Business Manager, Institute of Telecommunications Research, University of South Australia**

"CeBIT has been incredibly valuable, the number of customers who have visited us here on the stand, people who have questions about security, and plans. It's been great"

**Alan Bell, Director Product and Solutions, McAfee**

"This is our first year at CeBIT, so we're learning, but there's no doubt that we'll continue to represent ourselves at CeBIT. We've had good traffic and we've been very pleased with the way that we've had people coming to our stands and listening to our talk in the business theatre. It's important to the industry and certainly important to us now, so I think next year we'll probably increase our investment, to take advantage of what CeBIT offers vendors."

**Martin Fugal, Founder, Adaxa**

**Paul Stapleton, AutopMap Project Worker, NICTA**

"NICTA is a significant player in the IT industry in Australia, and we'd like to be recognized for that and for people to recognise what NICTA is doing. For AutoMap specifically, we're right at the end of the R&D phase, so we're now seriously interested in finding commercial engagement, customers, partners to take our technology further, so we're here hoping to meet people that can become clients directly, or can help us build our network introductions to people we can do business with. And CeBIT has a lot of these sort of people we want here."

**John Stanton, CEO Communications Alliance Australia**

"CeBIT's a fantastic opportunity to see what's new in the industry, where the trends are going and what to look out for in the future. I think it's tremendous to see the degree of international participation in the show, the quality and the diversity of the exhibits is also a real highlight."

"CeBIT Australia was expecting 35, 000 business customers over three days, we thought it would be a perfect opportunity to launch our new business projector to the market, and having been here we weren't disappointed!"

**Effie Mataxix, Managing Director, SmartPhone Hub**

"It's been very good. Last year was our first year at CeBIT, and this is our second, and both have been very well attended. It's worked well, it's bang for buck in terms of a marketing spend, it's worked very well for us, so we're very pleased with our return on the investment."

**Andrew Hardy, Commercial Director, Harbour MSP**

"Our experience for CeBIT for 2010 has been wonderful, we've had many, many business owners coming by that are in need of our service that we'll be following up after the event, we have around 200 leads already. We value our investment extremely well, we have already after the first day signed on for next year, doubling the floor space and moving into more centralised position."

**Dan Mack, Internet Business Consultant/Founder, Accentu8 Marketing**

"CeBIT represents a superb platform for showcasing the latest IT innovations in Australia. We saw many potential customers over the three days and generated a lot of customer interest and awareness in our products. We will certainly be back again in 2011; bigger, better and brighter than ever!"

**Mr John McCari, Marketing Manager for Rittal in Australia**

"CeBIT is the perfect place to launch our Australian branch of Shoeboxed, with the multitude of people from all industries and companies walking around who can view our product and get our product name out there. We couldn't think of a better place."

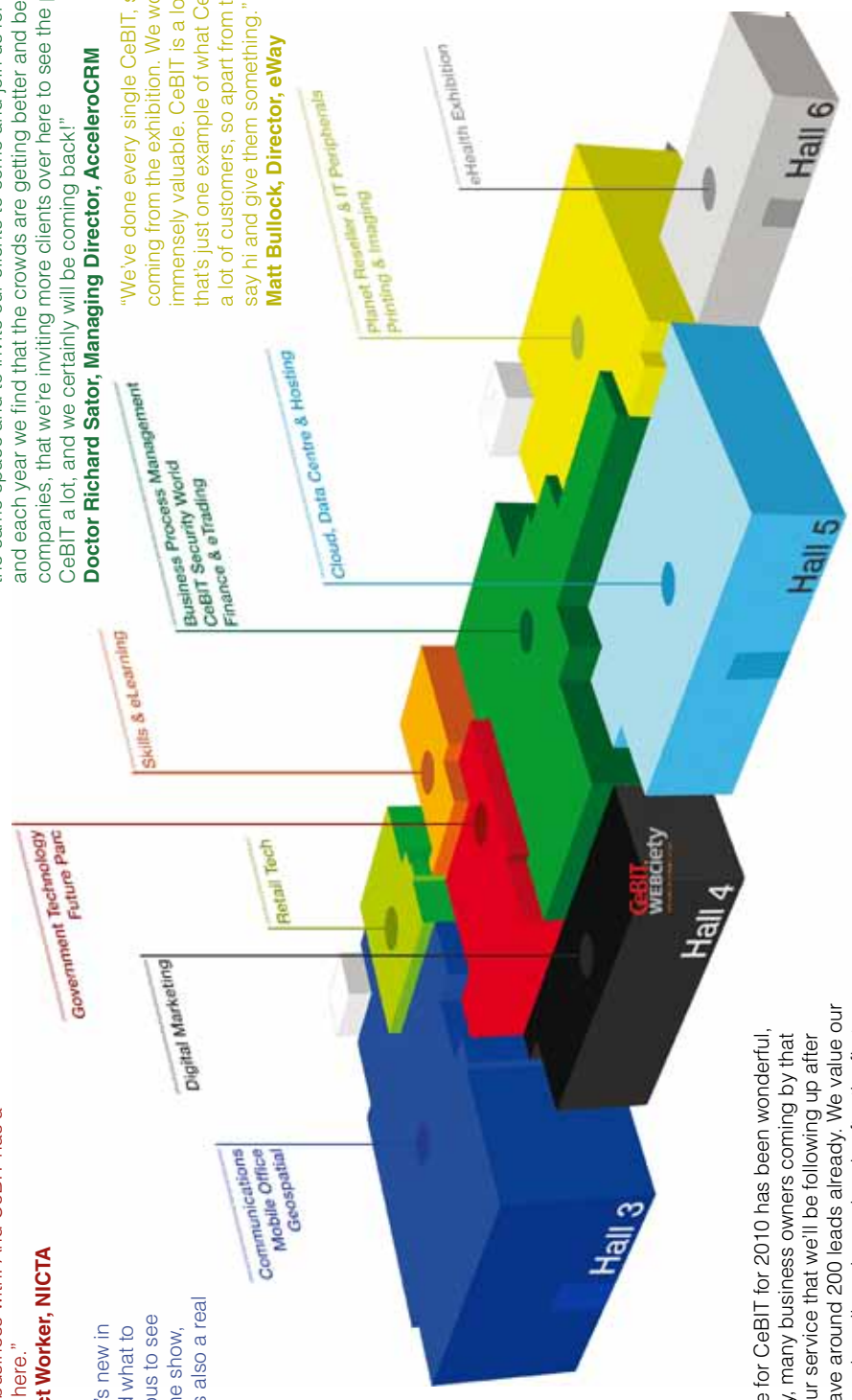
**Simon Foster, Triple Cloud and Shoeboxed Australia**

"We exhibit here primarily to meet other companies, to see what other people are doing in the same space and to invite our clients to come and join us for the day. This is our third year, and each year we find that the crowds are getting better and better, that we're meeting more companies, that we're inviting more clients over here to see the product with us. So we value CeBIT a lot, and we certainly will be coming back!"

**Doctor Richard Sator, Managing Director, AccelerocRM**

"We've done every single CeBIT, so there's nine years of value coming from the exhibition. We wouldn't be here still if it wasn't immensely valuable. CeBIT is a lot of press and coverage and that's just one example of what CeBIT does for us. And we meet a lot of customers, so apart from the press it's an opportunity to say hi and give them something."

**Matt Bullock, Director, eWay**



"The receptions been quite good and we've had some good leads come through. We decided to show the technology at CeBIT this year because it's a wide audience, specifically the eHealth section this year has been good where we get people who are interested in what we're demonstrating, it gives us an access directly to the market. It also gives our competitors an opportunity to see what we're doing, where they have to catch up."

**John Bishop, Xacom (Partnered with VOIP)**

# STATE GOVERNMENT @ CeBIT AUSTRALIA



## Department of State and Regional Development, New South Wales

The NSW Government's Department of State and Regional Development is a part of Industry & Investment NSW, dedicated to assist in building a diversified State economy by working with business to strengthen the State's global competitiveness, promote investment and job creation and build business capability.

The Department of State and Regional Development was once again a major sponsor of CeBIT Australia 2010, hosting a Pavilion featuring some of the State's most innovative ICT companies.

Companies participating in the NSW Department of State and Regional Development pavilion included:

- Buzz Numbers
- Expanz
- Hiive Systems
- iActionHR
- Nortech
- Portus
- Hyperlocalizer
- IPscape
- Veritech
- SmartBill
- FlowConnect
- MyCyberTwin



## Department of Trade & Economic Development, South Australia

The Department of Trade and Economic Development (DTED) is the South Australian Government's key agency for economic and industry development policy. Its primary role is to contribute to ongoing economic growth and wealth creation in South Australia.

The DTED once again strongly represented South Australia at CeBIT Australia 2010, hosting a premier roster of South Australian technology companies showcasing their innovative technologies and solutions.

Companies participating in the South Australia Department of Trade and Economic Development pavilion included:

- Innovate SA
- Adelaide City Council
- Axeze
- CAM Management Solutions
- CSB Management Systems
- DNA Security Solutions
- Institute for Telecommunications
- Research (University of South Australia)
- Memory Box Backup
- Punchcard
- Skunkworks Australia
- Sybiz Software
- Wageloch
- Flinders Partners Pty Ltd



## The Hon Robert Swarten MP Minister for Public Works and Information and Communication Technology, Queensland

The Hon. Robert Swarten, Queensland's Minister for Public Works and Information and Communication Technology toured the CeBIT Exhibition show floor accompanied by his department Director-General, Mal Grierson, Associate Director-General, Natalie MacDonald and Senior Policy Advisor, Chris Cummins. The group also spent time meeting with industry leading organisations including: SAP, NICTA, CSIRO, Intel Health, Tunstall Health, Motorola and Navteq.

# INTERNATIONAL PARTICIPATION IN CeBIT AUSTRALIA

CeBIT Australia's annual ICT business-to-business Exhibition and Global Conference series has become renowned as a premier launching platform into international business industries, with companies from around the globe increasingly identifying Australia as a highly valuable ICT business market.

With the Australian consumer identifying strongly with end users in the USA, Australia provides global companies with an opportunity to test out market reactions in a technologically savvy Western marketplace, allowing for product testing, services and marketing activities to be trialled.

CeBIT Australia 2010 proved a big drawcard for international exhibitors, with show floor space taken up by companies or organisations from more than 16 countries including:

- Canada
- China
- Germany
- Hong Kong
- India
- Indonesia
- Israel
- Japan
- Korea
- Malaysia
- New Zealand
- Philippines
- Singapore
- Taiwan
- UK
- USA



The increased global attendance this year further cements CeBIT Australia's status as a gateway to business in the Asia Pacific.

## International Delegations and Special Guests at CeBIT Australia 2010

High-ranking international delegations were also hosted by the Australian Trade Commission (Austrade) with global business and technology giants such as China, Korea, and the Philippines all strongly represented as well as Canada, India, Indonesia Japan, Papua New Guinea, Port Moresby, Singapore, Sri Lanka, Taiwan, Thailand, United Kingdom, United States of America and Vietnam.

### German Embassy Exhibition Tour

- Mr Hans G. Gnodtke, Consul General to Germany, The German Consulate-General, Sydney
- Dr Michael Witter, German Ambassador, Australia

### Shenzhen Business Trade & Investment

- Mr Xinye Peng, Deputy Director General, Science, Industry, Trade and Information Technology Commission of Shenzhen Municipality

### Daejeon Techno Park Delegation

- Mr Joong Soo Park, Director, Daejeon Metropolitan City
- Mr Nak-cheol Kim, Assistant Manager, Daejeon Metropolitan City
- Mr Kwang-Eui Pyun, Director, Daejeon TechnoPark

### Business Processing Association Philippines

- Mr Monchito Ibrahim, Commissioner, Commission on Information and Communications Technology

### Beijing Electronic Chamber of Commerce

- Mr Zhenjiang Du, Director, Beijing Electronics Holding Co., Ltd.

### Australian Industry Trade Association

- Ms Xiaojuan Wang, Secretary General, Beijing Communication Occupation Association

# CeBIT. Webciety

INTERNET IS COMING HOME

MEDIA PARTNERS



Webciety was a designated area on the show floor at the CeBIT event. It was designed to put the spotlight on how people are communicating through technology in today's Web-based society.

More and more devices are now going online, Internet connectivity is getting better and MID (Mobile Internet Devices) such as smart phones are more common than ever. This 'Webciety' is leading to new consumer realities, with Location Based Services and social networks folding the internet to the physical space, revolutionizing digital society interaction and opening endless business opportunities.

The concept behind the Webciety Area was to provide an interactive real-time forum to show how companies can utilise these web based services to generate better business prospects and to create business opportunities from previously inaccessible avenues.

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

The seven Exhibitors at Webciety were:

- iPOWOW!
- Saasu
- Freshweb
- OpenIQ
- Siteflex
- Fonality
- Insit-UI



Webciety also featured a stage with a full program of live presentations from 11am to 5pm daily during the three days of the event. Hot topics up for discussion included:

- It's the Customer Stupid! – Building Customer-Centric Online Banking and Finance Interfaces
- The Year of Videoconferencing: Hype or Reality?
- Social Media - From Strategy to Implementation and SEO - What's Hot, What's Not
- Database Marketing: The New Frontier for Marketers
- Dial A for Apps - It's No Mystery Why Your Business Needs A Mobile App Now!
- Data Security in the Cloud
- Socialising Your Business Applications.

## WEBCIETY SPEAKER LIST INCLUDED

- Dejan Petrovic, Dejan SEO
- Daniel Mac, Accentu8 Marketing
- John Yarrington, Gruden
- Mack Szulc, Adobe
- Ashley McLeod, In4Media
- Ami Barzelay, Evidence Technology
- Matt Barrie, Freelancer
- Tim Ayling, Platform46
- Paul Cross, Responsys
- Stephen Bell, Volt CRM
- Marc Lehmann, Saasu.com
- Jasmine Batra, Arrow Internet Marketing
- Will Scully-Power, Datarati
- Jon Ostler, The Performance Network
- Etienne Fourie, IPOWOW!
- Jeremy Samuel, Appswiz
- Erik Wang, Netstarter
- Mark Kofahl, Siteflex
- Hugo Ortega, TegaTech



iPOWOW! used CeBIT and more specifically Webciety to launch our new technology platform. It gave us a unique opportunity to participate in speaking and moderating speaking sessions and panel discussions which increased our profile, without question. The entire package proved a hugely successful model for us. iPOWOW! is now on the map. We have generated highly qualified, high quality leads beyond our initial expectations. Thank you CeBIT we love you!



Etienne Fourie, Director, **iPOWOW**

# KEY FACTS & FIGURES

## A SNAPSHOT

Despite a challenging economic climate, visitor numbers to CeBIT Australia 2010 were very 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.

# SURVEY RESULTS

## Our Visitors

**30,426** visitors from **42** countries

**65%**  
at management level

**22%**  
at C-level executive

**93%**  
with a role in business technology purchasing

**80%**  
intended making a purchase decision as a result of CeBIT Australia

**89%**  
said CeBIT exceeded or met their expectations

**79%**  
of those purchase decisions will take place within the 6 months after CeBIT Australia

**96%**  
of visitors were satisfied or very satisfied with the quality of exhibitors

**91%**  
of visitors were satisfied or very satisfied with the quantity of exhibitors

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## Our Exhibitors

**594** exhibitors from **16** countries

**92%**  
were satisfied or very satisfied with the quality of visitors

**88%**  
were satisfied or very satisfied with the quantity of visitors

# EVENT SUMMARY



## Monday 24 May 2010

Opening Ceremony  
CeBIT Australia Exhibition  
AusInnovate Conference  
Executive Briefing  
National Broadband Network Conference  
eHealth Workshops I & II  
UK Trade & Investment Seminar Program  
Welcome Reception and Innovation Nation



## Tuesday 25 May 2010

CeBIT Australia Exhibition  
eGovernment Forum  
Enterprise Conference  
eHealth Conference  
WebForward Workshops I & II  
UK Trade & Investment Seminar Program  
ICT Celebration Dinner  
CeBIT.AU Business Awards



## Wednesday 26 May 2010

CeBIT Australia Exhibition  
WebForward Conference  
eHealth Workshops III & IV  
Enterprise Workshop  
UK Trade & Investment Seminar Program



## Show Floor Events

### HALL 3

- CeBIT Business Theatre

### HALL 4

- Webciety
- UK Trade & Investment's Business Seminars

### HALL 5

- Rittal's Oktoberfest



# CeBIT EVENTS



## CeBIT Opening Ceremony & Morning Plenary

Premier Keneally, Dr Witter and Mr Lenarz joined one another on stage to complete the traditional ribbon cutting to officially declare the CeBIT Australia event open.

Commencing immediately after the conclusion of the Opening Ceremony, the Morning Plenary session was attended by delegates of the National Broadband Network, AusInnovate and Executive Briefing conferences

## CeBIT Welcome Reception & Innovation Nation

This year the CeBIT 2010 Welcome Reception and Innovation Nation took place together at the prestigious Art Gallery of New South Wales, at the end of the first day of CeBIT Australia 2010 on Monday 24 May.

The Welcome Reception and Innovation Nation drew more than 750 local and international guests.

Speakers and special guests on the night included:

- Dr Michael Witter, German Ambassador, German Embassy, Australia
- Dr Alex Zelinsky, Group Executive, Information Sciences, CSIRO
- The Honourable Robert Swarten MP, Minister for Public Works and Information and Communication Technology (Queensland Government)
- Mr Hans-Günter Gnodtke, German Consul-General, German Consulate General, Sydney
- Dr Warren Harch, Deputy Chief Defence Scientist, Defence Science and Training Organisation
- Dr Ian Oppermann, Director, CSIRO ICT Centre
- Dr David Skellern, Chief Executive Officer, NICTA



## ICT Celebration Dinner

More than 680 guests representing the elites of Business and Government from the ICT industry joined us at the ICT Celebration Dinner this year, held at the Sydney Convention and Exhibition Centre on 25 May 2010, to network, dine in style and enjoy live entertainment. This is the traditional highlight of CeBIT Australia, celebrating excellence in the ICT industry and distinguishing the companies who have made significant contributions to the industry.

Speakers and Presenters on the night included:

- Mr Hans-Günter Gnodtke, German Consul-General, German Consulate General, Sydney
- Richard Morris, Consul General, British Consulate, Australia
- Mr Glenn Archer, Chief Information Officer, Department of Education, Employment and Workplace Relations
- Mr Peter Alexander, Manager, Online Services Branch, Australian Government Information Management Office, Department of Finance and Deregulation
- Mr Wolfgang Lenarz, Senior Vice President, Deutsche Messe AG



# PUSH YOUR BUSINESS

## CeBIT AUSTRALIA

- Australasia's most comprehensive business conference program
- Australasia's Largest Business Technology Showcase
- A truly global platform for industry growth in Australia, supported by local, state and federal governments
- A driver of business and industry growth, generating \$36m of economic impact to the Australian economy, leading to the creation of 350-370 jobs per year

### 9 Years of CeBIT in Australia: 2002 - 2010

**249,619** visitors from **106** countries

**5,312** exhibitors from **37** countries

Delegations from **29** countries

Over **\$A1.3 billion** estimated in flow-on economic benefit to Australia

# CeBIT AUSTRALIA 2011

## Ten Good Reasons for Success

CeBIT Australia 2010 is a landmark event not to be missed for organisations serious about devising & executing innovative business strategies.

- 01 Largest Business Strategist Event in Australia**

CeBIT Australia is the most important ICT event for Australasia. It is the central meeting-place for market leaders and top decision makers from a complete spectrum of industry, services and government.
- 02 Benefit From the Experience of Others**

A unique networking platform attracting CIOs from the world's biggest companies, CeBIT gives you the insights to ensure your business strategy needs are answered with a full understanding of the technological opportunities that abound and where it is heading next.
- 03 Be Nimble, Be Quick**

Key trends and innovations originate directly from the heart of the digital world. CeBIT Australia is the perfect place for exhibitors to unveil new products and assess market reactions. CeBIT Australia visitors are given advance recognition of these technologies while hearing how organisations are outperforming their competition by using business technology to become as nimble and quick as a tech-savvy business - regardless of their size and industry sector.
- 04 Tap Into Global Markets**

With registered visitors hailing from over 70 countries, including 15 high-ranking international trade delegations, CeBIT Australia has rapidly evolved since its inception in 2002 to become one of Asia Pacific's most trusted and recognised platforms for government and international trade. Learn how some of Australia's top-performing organisations have moved into full-scale commercialisation to tap off-shore markets by leveraging strategic technology and partnerships, while integrating R&D, manufacturing, production and distribution operations.
- 05 Great Value**

You'll return a wide range of innovative ideas for the relatively small price of attendance. CeBIT Australia provides your organisation with a one day investment that will reward like no other.
- 06 A Modern Marketplace**

CeBIT brings thousands of vendors to a single efficient workspace, optimised to doing business, making informed decisions and with the people that count on-hand, on-site and on-call.
- 07 Recipes for Recovery**

Three key points define successful business today: organisations that have a strategy. Organisation that have a strategy that is implemented across the organisation and organisations that had a technology-enabled strategy and deployed IT effectively. Businesses employing these elements had a substantial competitive advantage during the economic crisis. CeBIT Australia presents case studies, practical advice and strategic insights from the experts to ensure that your organisation is getting every ounce out of both your strategy and asset investment.
- 08 The Epicentre of C-Level Interaction**

CeBIT is the premiere venue where CIOs can learn about the latest technology trends and issues at hundreds of information sessions, workshops, roundtable discussions, panel meetings or face-to-face with the experts on the show floor.
- 09 Get Inspired**

At the Global Conferences, as well as at numerous seminars, workshops and panels, you will have the chance to swap information and present your company in the best possible light – amongst leaders and aligned with the success of their organisations and the trusted CeBIT global brand.
- 10 Immediate Returns and Benefits**

Many major economic projects and lucrative business deals can be traced back to CeBIT. A driving force behind progress in the business and ICT worlds, CeBIT is the place where future industry standards are defined. Exhibitors are able to generate new leads and achieve maximum coverage of their target audiences. Visitors come away equipped with the latest business intelligence insights, practical knowledge and the best independent overview of the entire business technology sphere.

**SEE YOU AT**  
**CeBIT AUSTRALIA**  
**IN 2011**

# SAVE THE DATE



## CeBIT Australia 2011

Date: 31 May – 2 June 2011  
Darling Harbour, Sydney

## Upcoming CeBIT Global Conferences

Push your Business through Strategic Development



**spatial@gov® 2010**  
5-7 October 2010, Canberra  
National Convention Centre Canberra

To register your interest and receive conference updates visit [www.cebitt.com.au/spatial](http://www.cebitt.com.au/spatial)

spatial@gov® is the only geospatial event organised in conjunction with the peak organisations in Australia and New Zealand representing the public, private, research and professional sectors of the spatial community.



**Gov 2.0 2010**  
3-4 November 2010, Hyatt Hotel Canberra

To register your interest and receive conference updates visit [www.cebitt.com.au/gov20](http://www.cebitt.com.au/gov20)

Building on the exceptional success of Gov 2.0 2009, this year's conference will be larger and more engaging, spanning over two days to provide you with greater content and in-depth examples of government integration with web 2.0 practices.



**IT Security 2010**  
29-30 November 2010, Sydney

To register your interest and receive conference updates visit [www.cebitt.com.au/security](http://www.cebitt.com.au/security)

Information technology (IT) security is taking centre stage in an open information access, internet-based, and interconnected economy.



**Future-Proofing Your Data Centre 2011**  
16-17 February 2011, Sydney

To register your interest and receive conference updates visit [www.cebitt.com.au/datacentres](http://www.cebitt.com.au/datacentres)

The inaugural Future-Proofing Your Data Centre conference drew a large amount of media attention with the Minister for Finance and Deregulation, The Hon Lindsay Tanner, announcing the Federal Government's data centre strategy.