



**PUSH**  
**YOUR BUSINESS**

# **CeBIT AUSTRALIA**

**SYDNEY 31 MAY TO 2 JUNE 2011**

**EXHIBITION / SEMINARS / CONFERENCES / KEYNOTES / NETWORKING**  
**SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR**

[www.cebit.com.au](http://www.cebit.com.au)



**CeBIT**  
australia

# JOIN CeBIT AUSTRALIA

## NEW POSSIBILITIES IN A NEW REGION!

### 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.

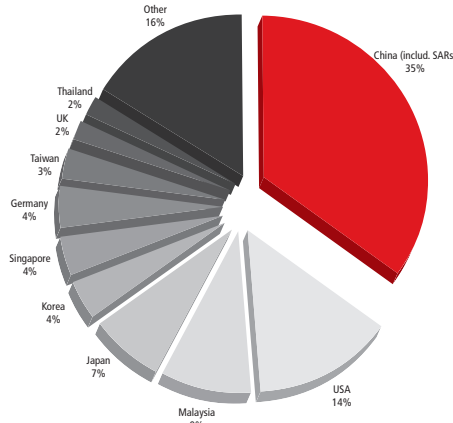
# AUSTRALIAN BUSINESS IS DRIVEN BY TECHNOLOGY

Despite the global downturn, according to the Australian Computer Society (leading association of ICT professionals) 2008 saw a marked upturn in spending on ICT equipment and service imports.

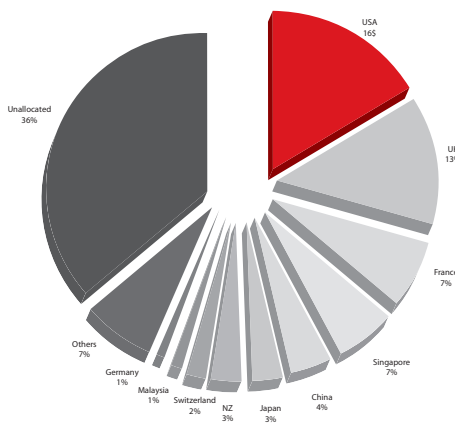
- ICT Trade: Almost AU\$35 billion imports versus AU\$6.6 billion exports
- ICT equipment imports: approx. 14% of Australia's total merchandise imports
- Largest ICT equipment import sources: China, USA, Malaysia, Japan, Korea, Singapore, Germany, Taiwan, UK, Thailand
- Largest ICT Services import sources: USA, UK, India, Germany, France, New Zealand, Hong Kong, Singapore, Japan
- ICT is a major driver of Australia's economic growth
- Government initiatives are in place to secure continued growth for ICT
- Claim your share in Australia's ICT market worth more than AU\$120 billion
- Grow your business in an economically and politically stable country
- Benefit from the strategic geographic position to access the whole Asia Pacific Region

## Australia's ICT Import Sources (%)

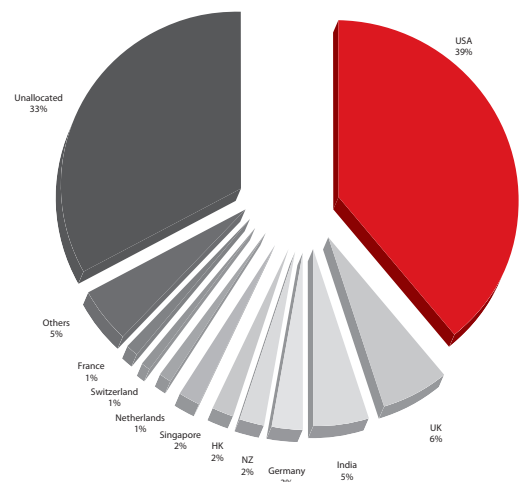
### ICT Equipment Imports



### Communications



### Computer & Information



Source: ABS and TradeData (www.tradedata.net), CSES analysis

### ICT Growth through Strong Demand in Vertical Markets

- Healthcare
- Banking and Finance
- Education
- Transport and Logistics
- Mining and Resources
- Government
- Retail

# CeBIT AUSTRALIA 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

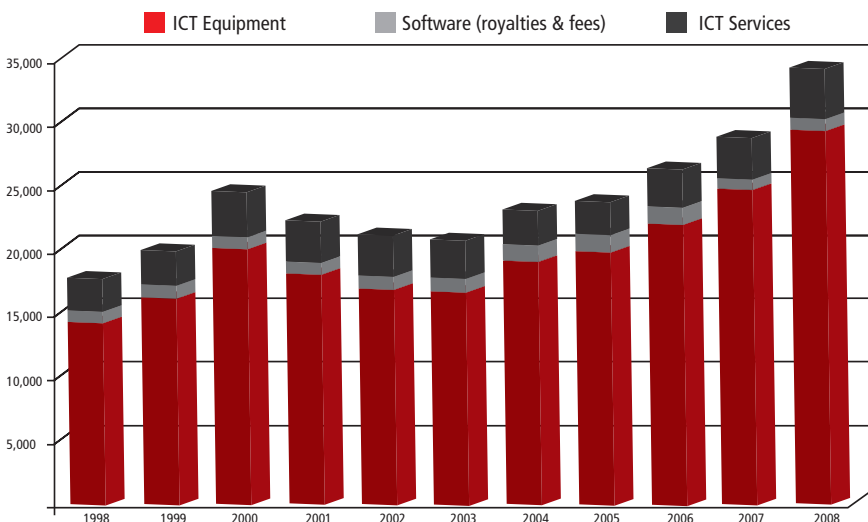
Featuring world leaders in technology adoption, CeBIT Australia 2010 provided a platform for industry interaction with the future of technology, explained to business leaders, by business leaders.

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.

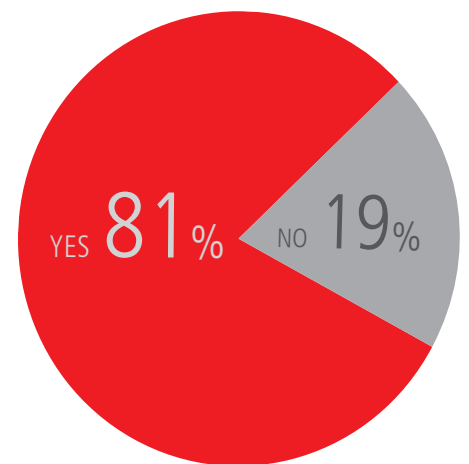
With **594** industry leaders on site, the exhibition floor allowed visitors to get up close and personal with the technologies changing the face of industry today, as well as the cutting edge innovations set to change the business landscape of tomorrow.

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.

## Australia's ICT Imports, 1998 to 2008 (AUDm)



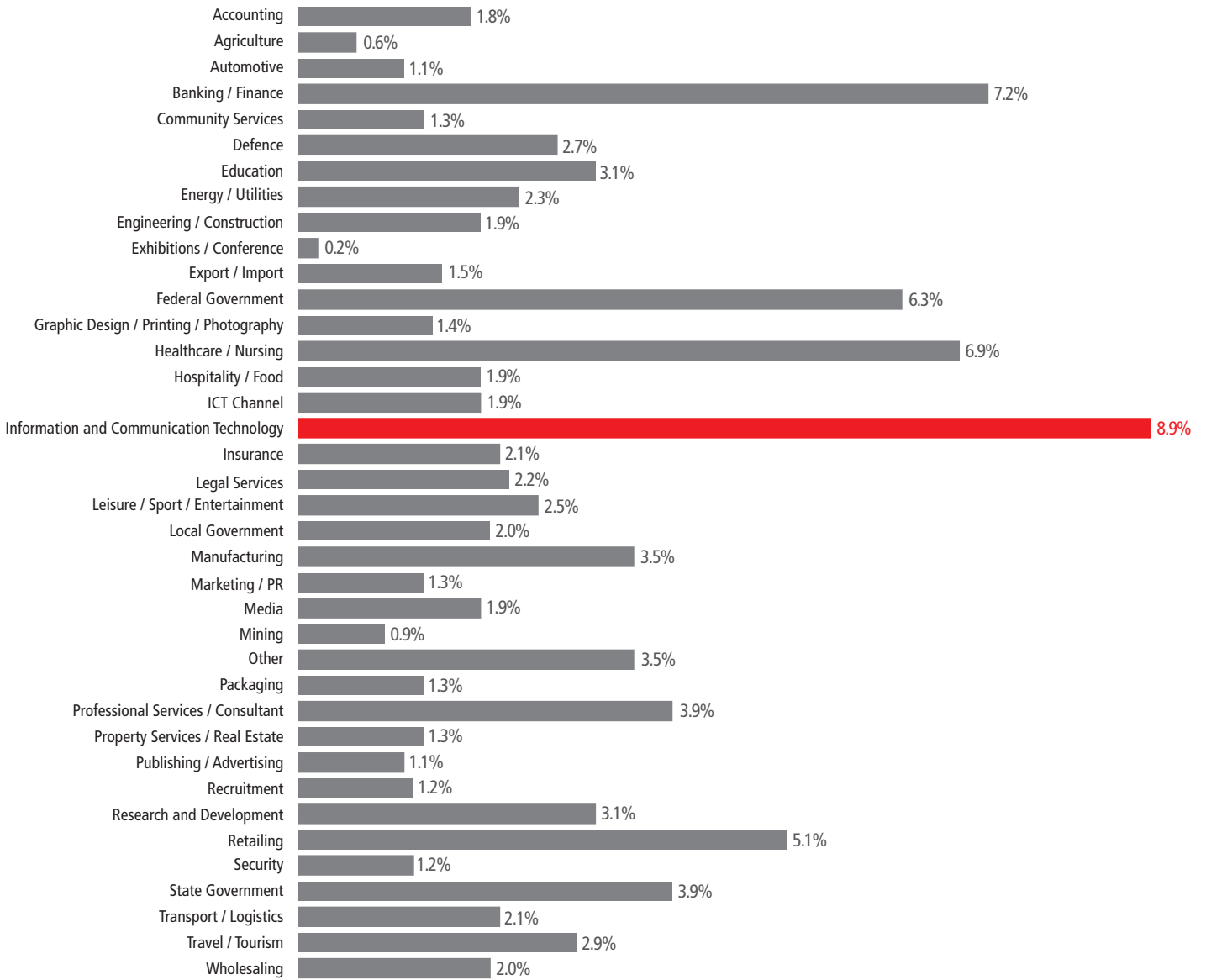
Source: ABS and TradeData (www.tradedata.net), CSES analysis



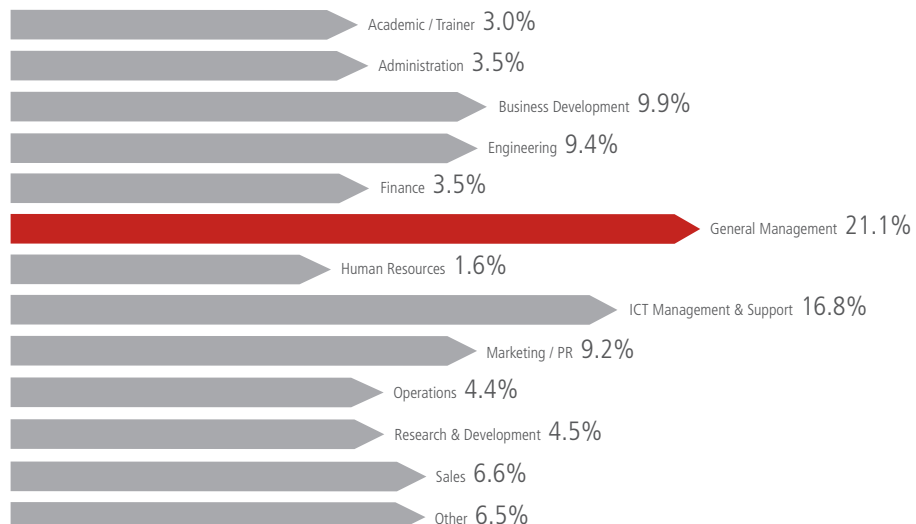
**Do you expect to make purchase decisions later as a result of CeBIT Australia?**

# VISITOR REGISTRATION PROFILE

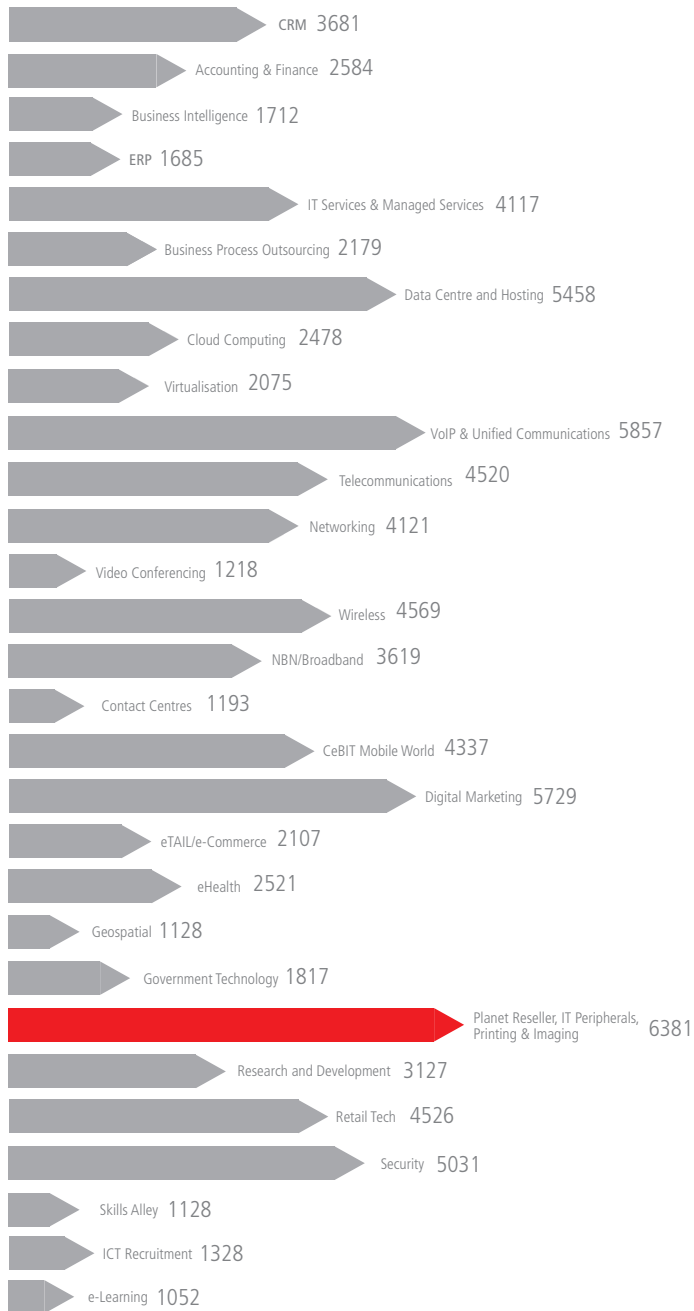
## What industry does your company or organisation belong to?



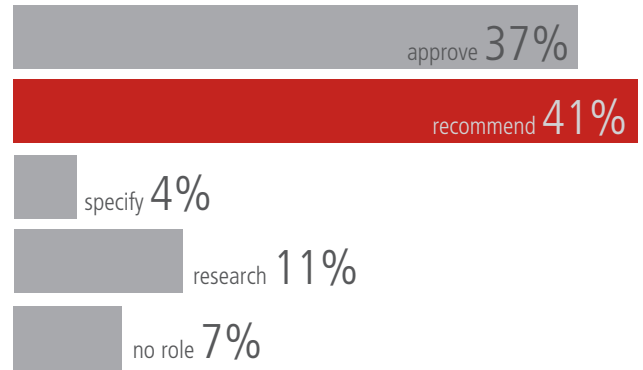
## What best describes your job discipline?



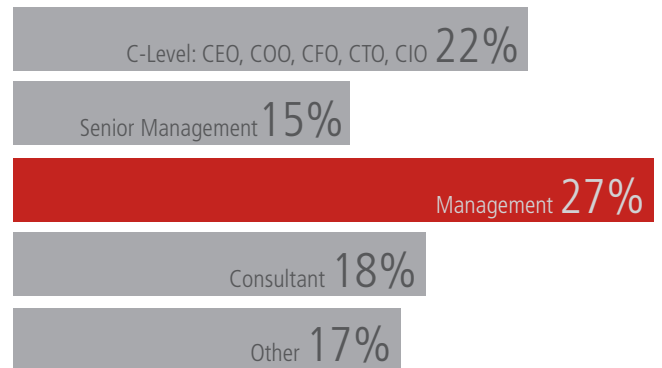
### What ICT area are you interested in?



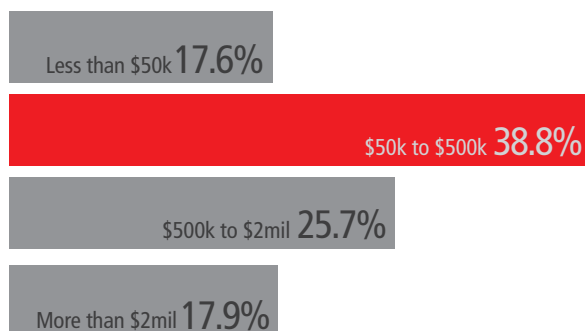
### What is your ICT purchase role?



### What best describes your job position?



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



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

### Business Processing Association Philippines

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

### Beijing Electronic Chamber of Commerce

- Yuan Hanyuan, Vice General Manager, Beijing Electronics Holding Com., Ltd
- Mr Zhenjiang Du, Director, Beijing Electronics Holding Co., Ltd

### Australian Industry Trade Association

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

### 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



## CeBIT AUSTRALIA VALUABLE FEATURES

### CeBIT Networking Events

As the region's premier annual gathering of the ICT industry, CeBIT Australia stimulates a plethora of satellite events, organised by sponsors, government departments, trade organisation, exhibitors and industry associations.



**Welcome Reception** - Sponsored by NSW Industry & Investment



**Innovation Nation Cocktail Party** - Sponsored by CSIRO, NICTA, DSTO



**ICT Celebration Dinner** - In partnership with AGIMO



### CeBIT.au Business 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.

# INTERNATIONAL PAVILIONS

## Germany

Hosted by Hannover Fairs Australia parent company Deutsche Messe, Germany once again mounted one of the biggest international pavilions at CeBIT Australia 2010. Several companies took advantage of the opportunity to showcase to key players and decision makers from the wider Asia-Pacific region, presenting their latest products and services.

Their participation also benefited from the support of such visitors during the show as Mr Wolfgang Lenarz, Senior Vice President Global Fairs, Deutsche Messe, Dr Michael Witter, Ambassador for the Federal Republic of Germany in Australia and Mr Hans-Gunter Gnodtke, German Consul General, Sydney.

Companies participating at the German Pavilion included:

- University of Passau – Chair of Information Systems
- Ergoneers GmbH
- Technische Universität München – Chair of operating systems
- University FAF, Institute of Geodesy and Navigation
- Technische Universität München - ForBAU – Virtual Construction Site
- Topsystem Systemhaus GmbH
- ZF Electronics Trading as Cherry Australia
- LINDY-Elektronik GmbH
- Rittal Australia
- Mobotix AG
- Mobotix Australia
- Intershop Communications AG
- Lindy Australia Pty Ltd



made  
in  
Germany



MOBOTIX  
S16 / S17



UK  
TRADE &  
INVESTMENT

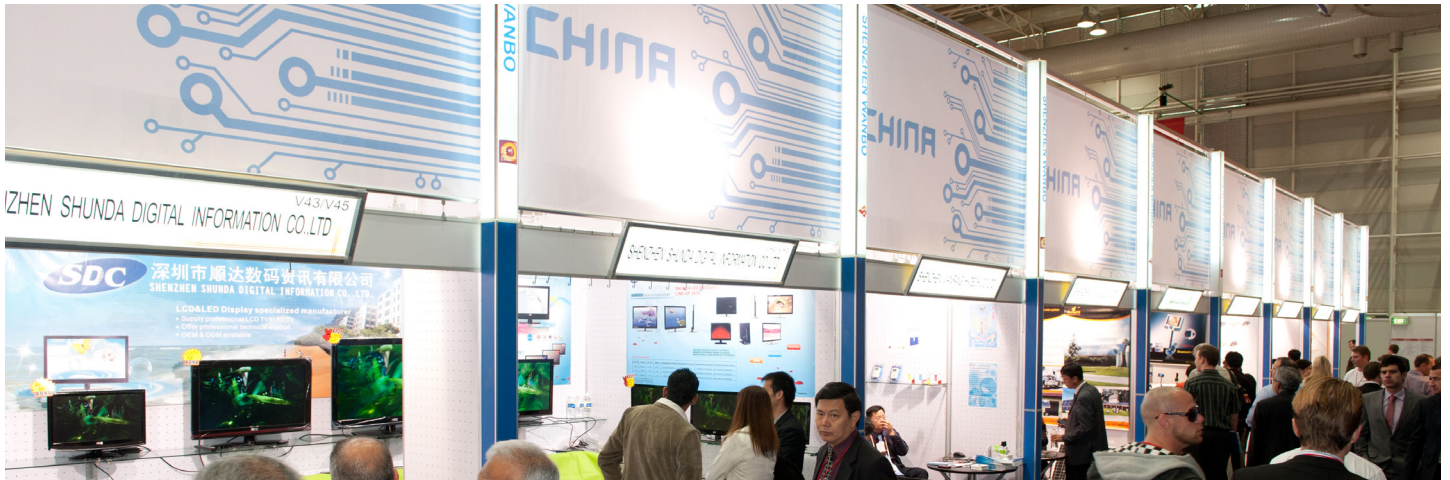


## UK Trade & Investment (UKTI)

UK Trade and Investment is a UK Government organisation that helps UK-based companies succeed globally and assists overseas companies in bringing their high-quality investment to the UK. The UK's ICT sector is worth over AU\$250 billion and gives companies easy access to over 500 million tech-hungry consumers in the European common market.

UKTI facilitates Australian investment and helps register businesses, open bank accounts, obtain visas and business premises, and assists UK companies with research, product launches and introductions to potential partners at events like CeBIT Australia.

# INTERNATIONAL PAVILIONS



## China

As a world leader in the ICT industry and one of Australia's most rapidly growing trade partners, China once again hosted a stand at CeBIT Australia 2010, highlighting the technological development capabilities and opportunities available throughout China. Their efforts were further supported by the visit of influential VIPs in a trade delegation, who were given a personalised tour of the show floor.



## Korea

Korea once again made an impact at CeBIT Australia 2010, hosting two separate pavilions on the show floor.

KOTRA, the South Korean Business centre, was a dedicated pavilion showcasing ten of the country's leading small to medium enterprise (SME) ICT firms. KOTRA is a Korean Trade Government Agency that serves as a bridge between Korean and foreign business people who wish to forge trade or investment relations, helping them to capitalize on the outstanding business opportunities for which Korea has built up a solid reputation.

The DaeJeon TechnoPark Pavilion boasted nine Korean companies all keen to break in to on the Australian market. The DaeJeon TechnoPark plays a key role in pioneering the future of the DaeJeon economy and activating local economy by finding and fostering new industrial growth engines.

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## The Philippines

The Republic of the Philippines once again hosted a huge pavilion at CeBIT Australia 2010, highlighting the opportunities to invest in a secure base of the Asian market. The Philippine pavilion hosted two separate stands for two of the Philippines most important ICT Trade Associations, the Philippine's Software Industry Association (PSIA) and the Business Processing Association of the Philippines (BPAP), with each Association hosting a number of Filipino companies wishing to make their mark on Australia's ICT industry.

# 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

# HOW YOU CAN BE A PART OF CeBIT AUSTRALIA

As the leading business technology platform in Australasia, exhibiting with CeBIT Australia 2011 offers your organisation the opportunity to connect to Senior Executives and Business Strategists across the complete spectrum of government, commerce and services. Become the leader of your industry and push your business in 2011.

## TAKE YOUR BUSINESS TO THE NEXT LEVEL AND CONNECT WITH YOUR MARKET

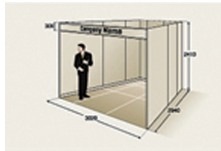
- Join 500+ exhibitors from Asia Pacific and across the globe in 30 dedicated exhibition areas across 5 halls
- Meet face-to-face with 30,000+ visitors from more than 75 countries, plus over 150 leading international speakers and almost 2,000 conference delegates
- Leverage off the CeBIT global platform via our 20+ major media partners; 200+ Print, TV, Radio and Online media and 190 bloggers
- Don't just exhibit, educate with speaking opportunities at the specialised show floor theatres – 6 NEW THEATRES TO LAUNCH IN 2011!
- And much more....

### Exhibition Options

#### Shell Scheme

Minimum 9sqm

- Shell Scheme includes:
  - Stand area
  - Aluminium frame construction
  - White walling (where applicable)
  - Signage (front and sides where applicable)
  - Spotlights (2x 150 watt)
  - PowerPoint (1x5 amp per stand)
  - Carpet Tiles

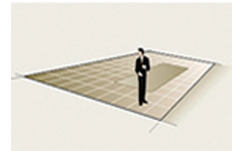


+ 60 word listing in the Exhibition Directory, distributed to approx. 30,000  
Price AUD \$770 ex GST per m<sup>2</sup>

#### Space Only

Minimum 18sqm

**Exhibitors who rent floor space only are required to provide their own custom built stands**



+ 60 word listing in the Exhibition Directory, distributed to approx. 30,000  
Price AUD \$695 ex GST per m<sup>2</sup>

### Optional Furniture Packages

#### Option 1. Basic Furniture Package

A\$600 +GST per package

- Includes
  - 1 x Table (white/grey)
  - 2 x Chairs
  - 1 x Lockable Counter
  - 1 x Brochure Rack
  - 2 x Pot Plants
  - 1 x Waste Bin



#### Option 2. Premium Furniture Package

A\$770 +GST per package

- Includes
  - 2 x Chairs
  - 1 x Corniche Counter
  - 1 x Corniche table (black/charcoal)
  - 1 x Brochure Rack
  - 2 x Pot Plants
  - 1 x Waste Bin



### Sponsorship Option Examples

- Conference Speaker
- Conference Workshop Presenter
- Function and Event Sponsor
- VIP Sponsor
- Show floor Sponsor
- Online Sponsor
- Media Sponsor
- Lounge Sponsor

### Contact Us

- Yes, I am interested to exhibit
- Yes, I am interested to speak
- Yes, I am interested to sponsor

My industry category is: \_\_\_\_\_

My industry category is: \_\_\_\_\_

My industry category is: \_\_\_\_\_

#### Please contact me

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Ph: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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