

KEY FACTS & FIGURES

CeBIT Australia 2011 was hailed a huge success and in its 10th year, set new standards for the event. Now you can make that success work for your business too by showcasing your company at Australasia's most exciting and attractive platform for sales, marketing and networking.

30,843 visitors from 38 countries

26% at C-level (CEO, CFO, CIO/CTO, MD, GM, Business Owner)

900,000 business contacts made

91% had a role in business technology purchasing

100% of federal government departments with major IT budgets

80% of top 200 Australian companies attending

350 accredited journalists and bloggers

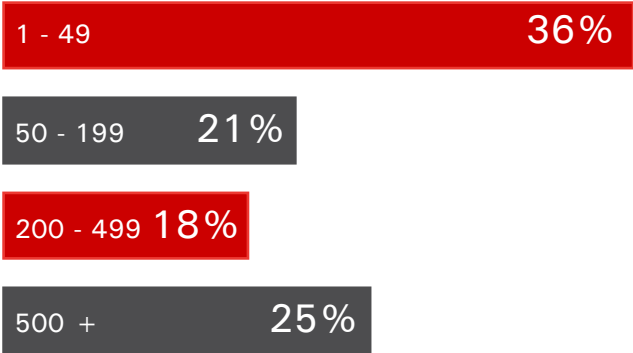
500 million media contacts

35 national and international business delegations

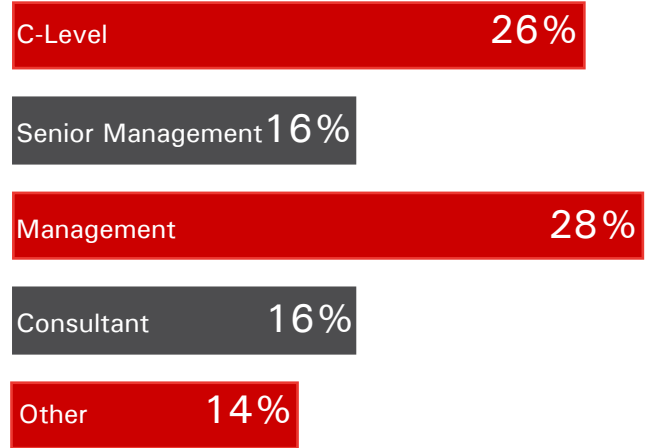


VISITOR PROFILE

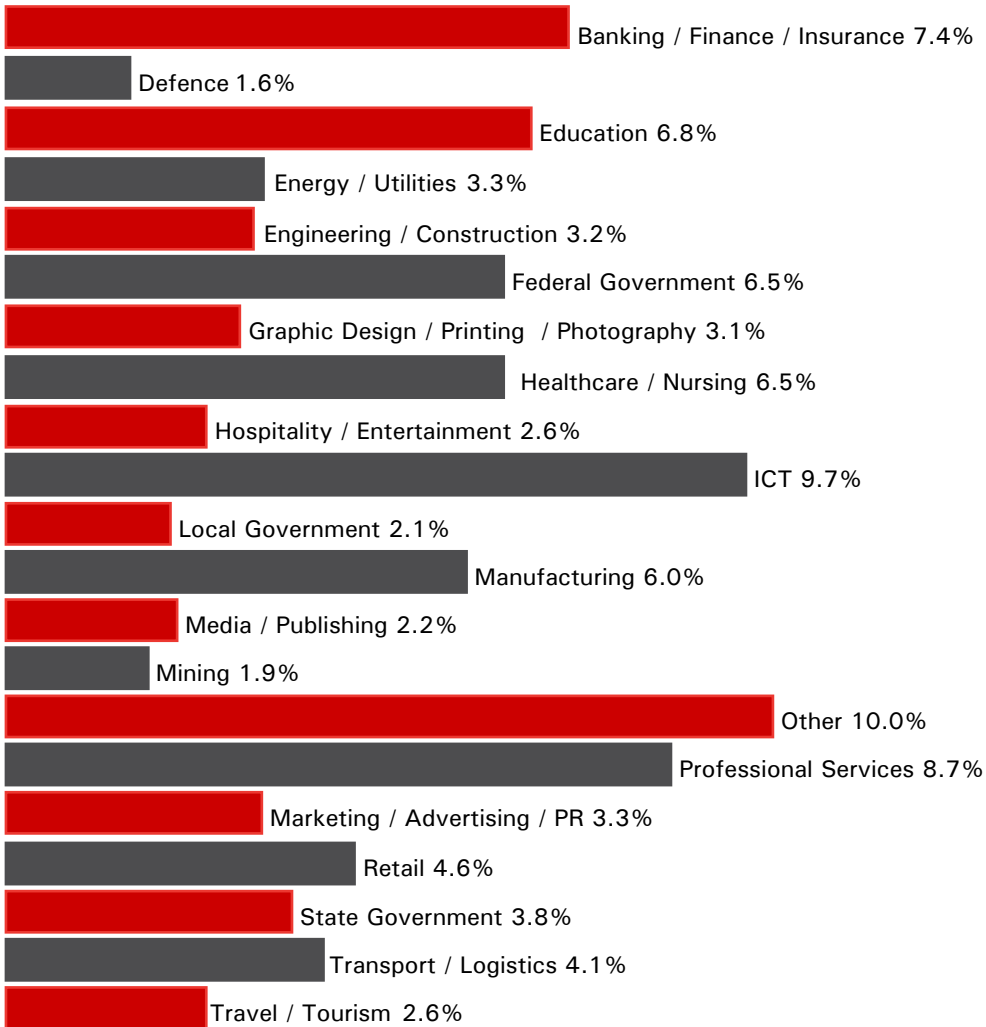
How many employees are in your organisation?



What best describes your job position?

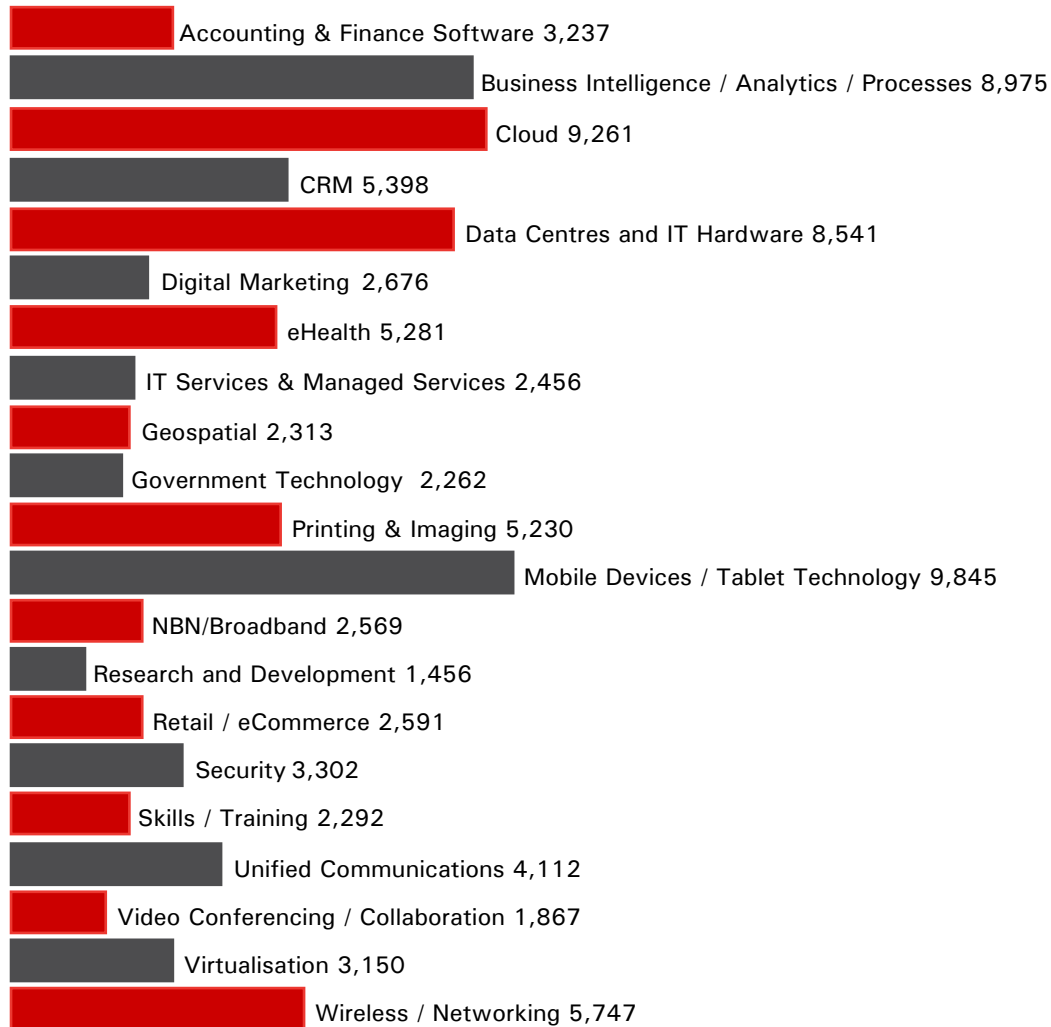


What industry does your company or organisation belong to?



VISITOR PROFILE

What ICT area are you interested in?




PARTICIPATING ORGANISATIONS




Senator the Hon. Stephen Conroy
Minister for Broadband
Communications and the Digital
Economy



Australian Government
Department of Broadband,
Communications and the Digital Economy



Daniel Roberts
Head of Online



WOOLWORTHS LIMITED
Passionate About Retail





Albert Goller
Chairman and Managing Director,
Australia & New Zealand




SIEMENS




Paul Borrud
Head of Australia and New Zealand




Paul O'Sullivan
Chief Executive




'yes' OPTUS




Rajeev Singh-Molares
President of the Asia-Pacific




Alcatel-Lucent




Paul Vetura
Head of Architecture & Strategy




BT Financial Group




Tony Keusgen
Head of Technology, ANZ




Google




Jim Hassell
Head of Product Development
and Sales



NBNCo
Limited



Greg Hywood
Chief Executive Officer



Fairfax Media

PARTICIPATING ORGANISATIONS



Chris Pearce
Executive Director,
Telstra Enterprise and Government



Michael Gindy
Head of Engineering



Alan Hyde
Managing Director,
Australia



Alvaro Del Pozo
Vice President, Marketing



Gary Starr
Managing Director, Motorola
Solutions - Australia, New Zealand
and the Pacific



Malcolm Alder
Partner, Digital Economy



Gordon Bell
Principal Researcher



Deborah Sharkey
Vice President Australia &
New Zealand



Michelle Vanzella
Director Business Development



Roger Wilkins AO
Secretary



ATTENDING ORGANISATIONS

Financial Services

Accenture
Allianz
American Express
AMP
ANZ
ASX
AXA
Bank of China
BPay
BT
Capgemini
CBA
CitiGroup
Colonial
Commsec
Deloitte
Deutsche Bank
Dun & Bradstreet
Ernst & Young
HSBC Bank
ING Bank
JP Morgan
KPMG
Lloyd's International
McKinsey
Macquarie Bank
MYOB
Oracle
Perpetual
Price Waterhouse Coopers
QBE Insurance
Reserve Bank
St. George Bank
Suncorp
UBS
Westpac

ICT

AAPT
Acer
Apple
Asus
Bosch
Brother
Canon

CISCO
CSC
Dell
Engin
Ericsson
Fujitsu
Fuji Xerox
Google
Hewlett-Packard
Hitachi
Huawei
IBM
Intel
Lenovo
LG Electronics
Logitech
Microsoft
Motorola
NEC
Nokia
Optus
Oracle
Panasonic
Samsung
SAP
Sensis
Siemens
Symantec
Telstra
Toshiba
Unisys
Vodafone
Yahoo

Retail

Bunnings
Coles
Costco
David Jones
Dick Smith Electronics
Dymocks
eBay
Harvey Norman
IGA
JB HiFi

Kmart
Myer
Officeworks
Westfield Group
Woolworths

Other

ABC
Australia Post
BP
Caltex
Coca-Cola Amatil
DB Schenker
Dulux
Electrolux
EMI
EnergyAustralia
Eurocar
Fairfax
Foxtel
Global Television
Goodman Fielder
Johnson & Johnson
Kimberly-Clark
Lion Nathan
Mars
Nestle
Network Ten
Nine Network
Opera Australia
Pepsico
Pfizer
Qantas
Railcorp
Revlon
Rheem
Sanitarium
SBS
Seek
Seven Network
Toll Holdings
Unilever
Volkswagen



VALUE OF CeBIT AUSTRALIA

"DB Schenker's participation in the event was certainly a success. We were able to promote our name and generated some good interest amongst visitors and exhibitors."

"With our current drive in future technologies within the transport and logistics sectors, CeBIT certainly gave us an excellent platform to not only showcase our expertise yet also build new collaborations with key forces in the ICT arena."

Ron Koehler
Chief Executive Officer ANZ



"The type of people coming through are well educated on technology and know what they want."

Brett Gross
Regional Manager ANZ



"We've been coming here for 10 years now. We find (CeBIT) a really interesting way to meet new companies who are doing different and exciting things. It's a good way of putting your finger on the pulse and seeing what's happening in ICT development in Australia and also from around the world."

Richard Morris
British Consul-General and
Director-General



"In the past we have attended CeBIT as an exhibition visitor and were not sure what to expect being on the other side of the fence. However, CeBIT 2011 was everything we could have wanted it to be. The organisational staff were helpful, the technology excellent and the visitors to the show a good representation of everyone we needed to reach. We will be back in 2012, knowing we will reap the benefits."

Hamish Anderson
Director



VALUE OF CeBIT AUSTRALIA



"We certainly see CeBIT as one of our largest marketing opportunities each year. The investment that we make has always been returned to us. This platform is the best opportunity we have to connect directly with businesses to hear first hand their needs and requirements."

Wayne Frankham
Senior Account Manager



"We've had some very high-end corporations and government people visit us at CeBIT as well as lots of medium and small business (representatives).

The thing that has pleasantly surprised us is the quality of the other stands. The whole grade of the event has been raised, together with setting a really interesting and professional experience with the visitors."

Paul Rushton
Senior Marketing Manager,
Medium Business



"We've done the last ten events and without doubt, we'll be doing the next ten. CeBIT is an essential part of our marketing platform, the quality of business people keeps getting better."

Matt Bullock
CEO and Managing Director



"CeBIT Australia provides an excellent canvas to showcase our complete range of data centre infrastructure and security solutions alongside leading edge ICT innovators. By securing a high standard of exhibitors with latest technology on show, CeBIT attracts a wealth of decision makers from prominent companies Australia wide. I am delighted with the extent of promising contacts made, recognition for product excellence, visits from VIP delegates and the publicity this affords."

Peter Mellino
Managing Director
Australia and New Zealand



BE PART OF CeBIT AUSTRALIA



Australasia's
number one
business event

Sydney, Australia
22-24 May 2012

As the leading business technology platform in Australasia, exhibiting at CeBIT Australia offers your organisation the opportunity to connect to senior executives and business strategists across the complete spectrum of government and industry. Become the leader of your industry and push your business in 2012.

Exhibit

Meet face to face with Australia's largest and most qualified gathering of business technology buyers and decision makers from corporate and government. Participate in our pre-event business matchmaking service. Make new business contacts, generate new leads, and fill up your 2012 sales pipeline.

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