

CeBIT Australia a drawcard for international visitors.

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SYDNEY, Australia April 2010: CeBIT Australia's annual ICT business-to-business trade fair and Global Conference series has become renowned as a premier launching platform into the international business markets, with this year's 2010 expo drawing in more international delegations and exhibitors than ever.

With less than three weeks to go until the event, a large number of international exhibitors have registered, with the exhibition featuring pavilions from China, The UK, South Korea and Germany.

Thirteen international delegations hosted by the Australian Trade Commission (Austrade), have also been confirmed to attend this year's event, with global business and technology giants such as China, Korea, and the Philippines all strongly represented.

Growing from ten international delegations attending in 2009, the increased global attendance this year further cements CeBIT Australia's status as a gateway to business in the Asia Pacific.

CeBIT Australia continues to attract a large number of overseas delegations and exhibitors to Australia - all keen to explore opportunities in our local industry", said Jackie Taranto, Hannover Fairs Australia Managing Director.

"We are extremely proud of its contribution towards inward investment. We also continue to witness an increase in the quality of our business visitors, confirming that technology is a key element of business strategy."

The support from Austrade has allowed the CeBIT event to grow in recognition across the international market, promoting the Australian economy to international governments and industry.

Every year on the show floor, there are hundreds of partnerships and projects formed, with CeBIT playing a major role in facilitating these partnerships through our ties with international government and industry Ms Taranto said.

To give you an idea of the scope and scale of these collaborations, a particularly exciting partnership was formed in March 2010 between NICTA and the Fraunhofer Institute (Germany's leading R&D organisation), with a five-year agreement signed to establish the Fraunhofer Project Group on Transport and Logistics at NICTA's Sydney laboratory. The two organisations are committing over \$A11 million to bring together their complementary skills and world-leading expertise in these areas.

With this year's event already proving to draw in large numbers of international visitors, it's no surprise that the popularity of the CeBIT expo continues to soar in both the Australian and International Business and ICT industries.

The CeBIT Australia 2010 exhibition is held on 24-26 May 2010 at Darling Harbour, Sydney.

Enter the promo code prpc33 when registering to have your entry fee waived. To receive \$100 off conferences enter prpc99.

Further information can be found at www.cebit.com.au.

Press contacts:

Emma Cooney Tel: 02 9282 7546 Email: pr@cebit.com.au

Hannover Fairs Australia is the largest business technology exhibition and conference event organiser in the region. Its flagship CeBIT Australia 2010 event will be held from May 24-26 2010 at the Sydney Convention and Exhibition Centre at Darling Harbour. For more information on CeBIT Australia, please visit www.cebit.com.au. 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. For information about other Deutsche Messe global events please visit www.hannoverfairs.com.au.