

Media release: Thursday, 25 May 2017

CeBIT Australia shows off best business technology in the Asia Pacific

From virtual reality to the emerging foodtech industry, the showfloor was alive with innovation

CeBIT Australia closes today after three successful days showcasing the latest technological innovations from 350 exhibitors, including 100 start-up companies, and nine conference streams, and eight international speakers all reflecting the strength of Australia's business technology community.

One highlight from the exhibition floor is new company **Displayground**, which utilises gesture-control technology to lead the way in consumer engagement, allowing users to select, drag, play and pause files and live data via the swipe of a hand. Nigel O'Connell, Director, recognised how user-led activations are transforming the digital landscape and the platform CeBIT Australia provides to emerging technology companies.

"Displayground turns any flat surface into a large interactive screen. CeBIT Australia has allowed us to not only showcase our product, but has presented networking opportunities beyond our exceptions," said Mr O'Connell.

AFK, a Sydney-based start-up has developed 14 new technology prototypes targeting new digital trends including mobile gaming, mixed reality, touch modules and virtual reality to bring 'real people' into the mix.

Foodtech was also an emerging trend on the showfloor, featuring the digitalisation and evolution of how we order food for our personal lives and business needs.

Chefin' is a unique social dining experience, which connects top local chefs directly with private dinner party hosts, to create a custom feast. Co-founder, Petko Petkov said: "CeBIT Australia has allowed me to connect to mainstream media to get my unique dining experience out to the masses."

Other stand-outs included **OrderTron** which is an easy to use interface that eliminates the hassles of manual order forms and food wastage for suppliers and retailers. Vamsee Chittajallu, Founder, said: "We were able to engage with our market and had terrific responses, CeBIT Australia provides a unique opportunity to showcase our food industry solution."

CeBIT Australia provided a platform for the Australian Computer Society (ACS) to launch **Australia's Digital Pulse** on Wednesday night. Anthony Wong, President, ACS

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introduced the annual report providing a snapshot of trends in the Australian digital economy and workforce.

The benefit according to Australia's Digital Pulse report, compiled by Deloitte, is equivalent to a 6.6% increase in Australia GDP per capital over the previous decade, equating to Australians being \$4,663 better off a year.

"Digital technology is driving some of the biggest changes of our era. ICT workforce is forecast to increase to 722,000 by 2022. The contribution of digital technologies to the Australian economy is forecast to increase to \$139 billion by 2020. Continued support of digital ICT skill development in education is paramount to future successes," said Mr Wong.

The Hon. Niall Blair, Minister for Primary Industries, Minister for Regional Water and Minister for Trade and Industry said: "CeBIT has delivered on its reputation for showcasing the best of the best in technology and innovation. People often say that government involvement stifles innovation, but nothing could be further from the truth in NSW.

"I am proud of the opportunities the NSW Government has provided to NSW's most innovative businesses through sponsorship of CeBIT Australia - It's not often that you get the chance to showcase your work to 15,000 people from 34 countries.

"I'm already looking forward to the return of CeBIT to Sydney next year. More than that, I'm looking forward to hearing the stories about how the NSW companies involved in the event have grown and prospered," said Mr Blair.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia organisers of CeBIT Australia, commented on the success of the 2017 event.

"CeBIT Australia 2017 has returned to its home in Sydney's CBD, at ICC Sydney. It was a strong and successful event that has received positive feedback from the exhibitors, speakers and visitors alike.

"This year we strived to get some truly global leading keynote speakers, bringing together the best technology minds, ensuring CeBIT Australia is the place where business leaders come to connect and do business. CeBIT Australia continues to showcase the best innovation of NSW revealing them as the leading ICT state in Australia.

"We are looking forward to next year's event, as we continue to attract the best businesses and start-ups from around Australia and the Asia Pacific," concluded Mr Stockbridge.

CeBIT Australia 2018 will take place from 15-17 May 2018 at International Convention Centre Sydney, Darling Harbour.

www.cebit.com.au

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For further information please contact:

The PR team at Zadro would like to thank all the journalists, producers and photographers who have supported CeBIT Australia 2017. We look forward to working with you again soon.

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Notes to Editors:

- Full Australia's Digital Pulse report is available at www.acs.org.au media enquiries please contact: Sammy Dalglish, Zadro sammy@zadroagency.com.au
- Interviews with Harvey Stockbridge, Managing Director, Hannover Fairs Australia are available on request

Images:

1. **The Hon. Niall Blair, MP**, NSW Minister for Trade and Industry



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2. Harvey Stockbridge, Managing Director, Hannover Fairs Australia



3. Chefin' Stand at CeBIT



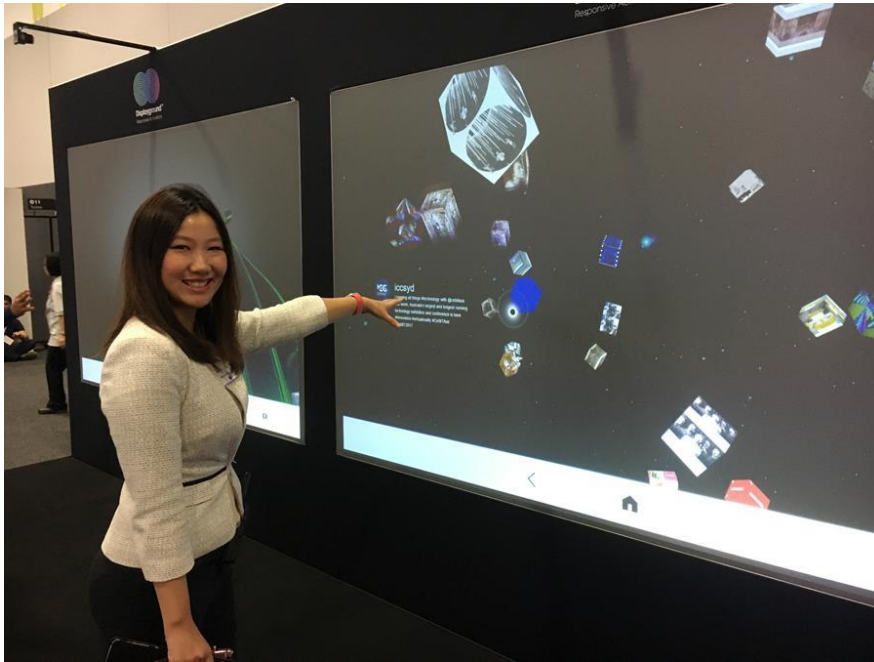
4. Displayground stand at CeBIT Australia

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5. AKF - Haus of Balloons at CeBIT Australia



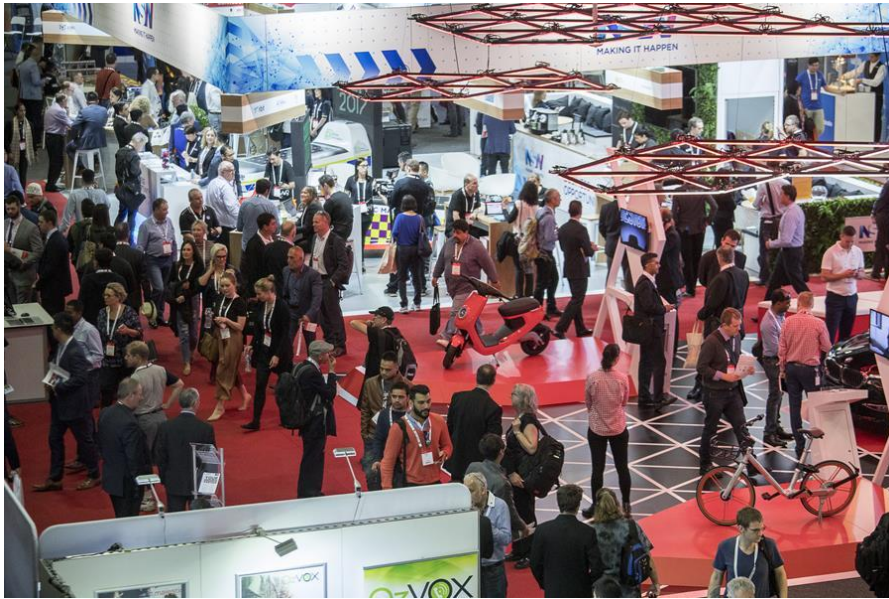
6. Images from CeBIT 2017 ([download](#))

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About CeBIT Australia:

23 – 25 May 2017, International Convention Centre Sydney

CeBIT Australia – shaping the business technology landscape. www.cebit.com.au

CeBIT Australia is the Asia Pacific's largest and longest running business technology event. It is a forward-looking connected community. CeBIT Australia offers an independent network of business technology solutions that transform the way Australians do business. CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of the business problem, there will be a solution at CeBIT.

CeBIT Australia showcases the innovation of NSW. Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment. NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports. NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2017.

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Technology Landscape**

23-25 MAY 2017

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CeBIT's supporting partner is the City of Sydney.

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