

#new opportunities
#new customers

CeBIT 2016

14 – 18 March 2016

Hannover • Germany

cebit.com

Security

Social

Business

Internet
of Things

Mobile

Big Data

Cloud



Deutsche Messe

Global Event for Digital Business

CeBIT

Exhibition.

Conference.

Business.

Network.

Global Event for Digital Business.

#digitalization #new opportunities #new customers

Digitalization is transforming the world – it is reshaping the production chain, generating **new business models** and opening up new opportunities. Markets are responding – and the pace of this trend is accelerating.

CeBIT is the place where top **decision-makers** from every sector seek solutions to meet their specific needs. It is here that **investors, innovators** and the best minds in business and IT meet to network, exchange and develop ideas, as well as make those all-important business deals. This hub of activity makes CeBIT the undisputed annual hot spot for sales.

Welcome to the world's leading event for digital business:
We look forward to seeing you there!

3,300

companies from
70 countries



One out of every
three attendees is a
top manager

221,000

trade professionals, journa-
lists and delegates attended
CeBIT 2015

#digitalmarkettrends

#cebit

#Big Data

The ability to manage the vast day-to-day growth in the volume of data and, above all, to draw the salient information from that data, is a key competitive advantage.

#Cloud

Technology is changing everything. Decision-makers want secure and faster IT solutions, reliable platforms and innovative software for more flexibility and digital mobility.

#Internet of Things

Networking is the order of the day – machines, products and everyday objects are increasingly being fitted with sensors and RFID chips to facilitate tagging and communication.

#Mobile

IT managers need solutions that connect business software with mobile devices. CeBIT promotes the integration of the physical and digital worlds.

#Security

As the world embraces networking, data security appears at the top of the agenda. Investment in digital business – and security – has never been more important.

#Social Business

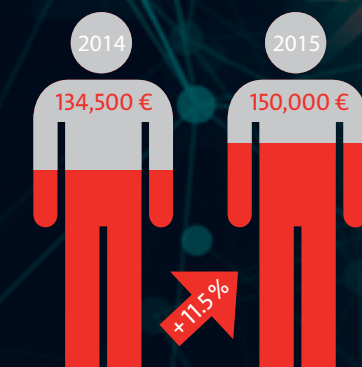
New cloud and collaboration solutions are, in turn, creating new forms of cooperation. Social media are driving the digital organization of business and work management.

Facts & Figures.

Dates.

Results.

Success.



The show's sharpened B2B focus led to a rise in planned investment volume per trade visitor



75 qualified leads were acquired in average by each exhibitor



of all attending trade professionals came with firm buying intent



Top issues for top customers?

Digital transformation.

The **digital transformation** reaches practically every player and level of international business. It has profoundly touched every stage and process in commerce, the service sector and industry – across SMEs and large international companies.

The communication between an increasing number of machines, products and everyday objects is now considered almost commonplace. The Internet of Things is a reality which will soon affect every area of life.

Showcase your **solutions** for the digital age at CeBIT.

#CEO #CIO #CxO
#Marketing Sales
#Finance #Purchase
#Product Development
#Business Development

CeBIT

Trade visitors* from diverse business sectors



*2015 visitor survey

72% visitors are involved in their organizations' purchasing decisions

#start-ups

#young

#creative



350 startups brought new creative impulses to CeBIT

#investment #premiere

New business models, new technology, new opportunities: CeBIT attracts the world's most promising start-ups – it helps them to network together, with established companies, with investors and with potential partners.



Creativity in tandem with capital

SCALE 11 is a platform dedicated to networking early-stage IT companies, investors and decision-makers. In the start-up area exhibitors have excellent opportunities to meet new customers and draw the attention of an international audience to their concepts and solutions. Contact us to find out about especially favourable stand costs and other benefits.



Developer World

Hotspot for coders: An exhibition and hub for coders and programmers with hackathons, pub crawls and more to create a global stage for the whole coder scene.

200 speakers.

2,500 visitors.

CeBIT Global Conferences.



100,000 online followers joined the CGC via live stream

#topspeakers #cgc16

CeBIT Global Conferences are the highlight of the conference program at CeBIT and provide the perfect setting for networking, gaining information and new insights. More than 200 high-profile speakers (e.g. in 2015 Jeremy Rifkin and Edward Snowden) present keynote issues in talks held on three separate stages, plus workshops and expert discussion panels. In the adjoining Networking Area joint projects are initiated, discussed and planned.



Exposure to
the max.



International business and policy-making are high on the agenda. CeBIT puts a different **Partner Country** in the spotlight every year. Hot topics such as developing broadband networks or IT security make CeBIT a magnet for top **political representatives** and **international players**. CeBIT attracts high-calibre delegations from the leading industrial nations.

#worldwidecoverage

3,300 journalists report directly from Hannover but there's also extensive coverage ahead of the event employing different media and forms of reporting geared to key target groups. This ensures that year after year CeBIT plays a crucial part in driving international trends. As the **leading global event for digital business** it offers participating companies a unique platform for communicating their products and services to the right audience.



#everykeynotetheme

Topic Cluster

Business Process Applications

Business Security

Communication & Networks

DatacenterDynamics@CeBIT

Digital Business Solutions

ECM, Input/Output Solutions

Internet of Things

Research & Innovation

Special Displays

CODE_n16

Global Sourcing Area

job and career at CeBIT

Planet Reseller

Public Sector Parc

SCALE 11 & Developer World



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www.messe.de/salespartner_gb

You can book directly via our Online Business Service (OBS):
www.obs.messe.de

You can find us on the following networks

