

CeBIT 2016 – Global Event for Digital Business

Press Conference Belgium

Tessa Forsblad
Head of Sales CeBIT

Deutsche Messe AG
Hannover, Germany

The **digital**
transformation
has begun!



Deutsche Messe

Global Event for Digital Business

CeBIT

CeBIT 2016 – Global Event for Digital Business

Our agenda for today

- Global digital trends
- European Digital Agenda
- How does CeBIT present the digital trends?

d!conomy



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Global technology trends

Computing everywhere

- **Mobile computing** and **cloud computing** continue to converge and lead to the growth of centrally coordinated applications that can be delivered to any device. (Gartner)
- **Smart-phones** and **wearable devices** are part of a broader computing offering to include connected screens serving the needs of mobile users in various contexts and environments. (Gartner)
- **User experience design** will be of critical importance. (Gartner)

Worldwide ICT spending will grow 3.8% in 2015 to more than US\$ 3.8 trillion. Nearly all of this growth will be focused on “3rd platform technologies” (mobile, cloud, data-driven, social). (IDC 2014)

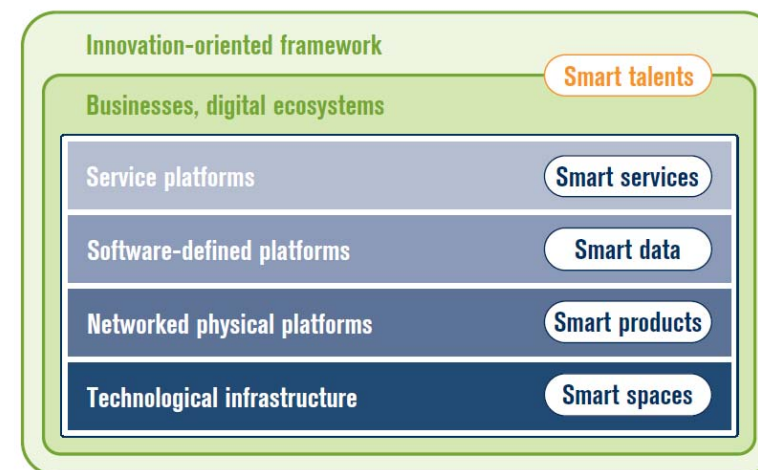


Global technology trends

Smart Services

- By 2020, roughly **30 billion devices** around the world are expected to be connected to the Internet (2015: 15 billion) and will generate vast pools of data inside and outside organizations.
- The transparency of industrial processes will lead to new **smart finance and insurance concepts** (FinTech) such as “everything as a service”. (acatech)
- Today, verticals like **pharma and medical supply** are lagging behind but are expected to develop smart services soon.

This smart data can be used to control, maintain and enhance **smart products and services** that form the basis of new business models.



Global technology trends

Security

- **Mobile devices' security** is likely to be a higher priority from 2017 onward, then new market opportunities are likely to emerge. This includes also wearables, drones and IoT devices. (IDC, Gartner)
- Future solutions include **biometrics** on mobile devices and **encryption** in the cloud as well as advanced **threat intelligence**. (IDC)
- Embedded intelligence will drive the development of **responsive and context-aware systems**. Security is an early application of this trend. (Gartner 2014)

Worldwide spending on information security reached \$71.1 billion in 2014 (+ 7.9%). Total information security spending will **grow a further 8.2 %** in 2015 to reach \$76.9 billion. (Gartner)



Global technology trends

Datacenter Technologies

- Rapidly growing data volumes demand constant improvement in data center productivity.
- Also long-term, double-digit growth rates.
- Open-architecture trend “OpenStack“ is changing the market.
- Capacity build-out and cost reduction are driving investments.
- Co-Location is driving data-center expansion.

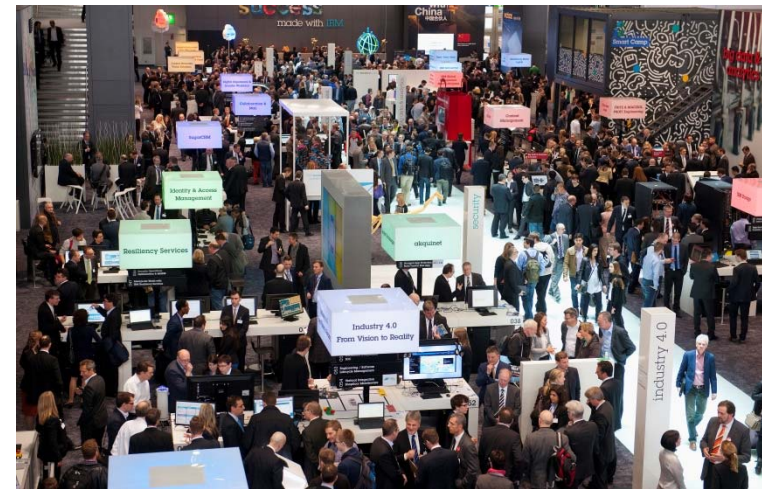
In 2015, expenditures for Cloud infrastructure grew 25% to US\$33 billion.



Global technology trends

Facing the most disruptive era of IT

- Ongoing development of new mobile, social data-driven and cloud-based technologies accelerates digital transformation of the global economy.
- New technologies form the foundation of the growing creative economy, enabling new business models and creating new markets.
- Almost every vertical industry will be fundamentally changed.
- Digital transformation drives disruption in all industry segments and the entire B2B market.



CeBIT is the leading global event showcasing new strategies and technologies for the creative economy

Market perspectives

Positive perspectives for the European market

- Total volume of €650 billion, Hardware, Software Services +2.4% (€364 billion)
- European Commission introduced the project “Digital Single Market“, which aims to remove barriers to online growth. Potential to contribute €415 billion annually to the economy and create hundreds of thousands of new jobs.
- German government launched its “Digital Agenda”.

ICT Market in Europe will grow
0.9% in 2015



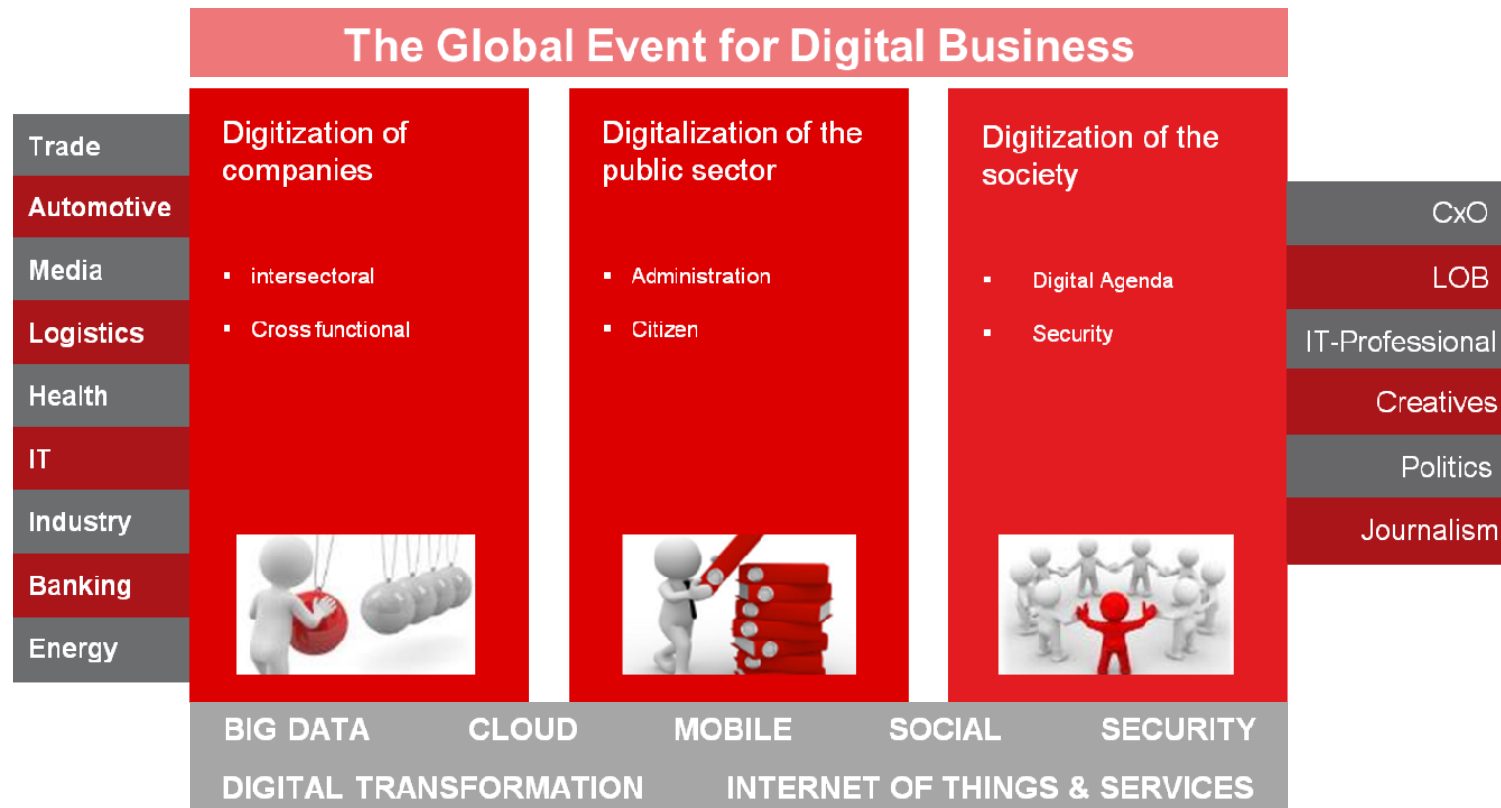
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How does CeBIT present the digital trends?



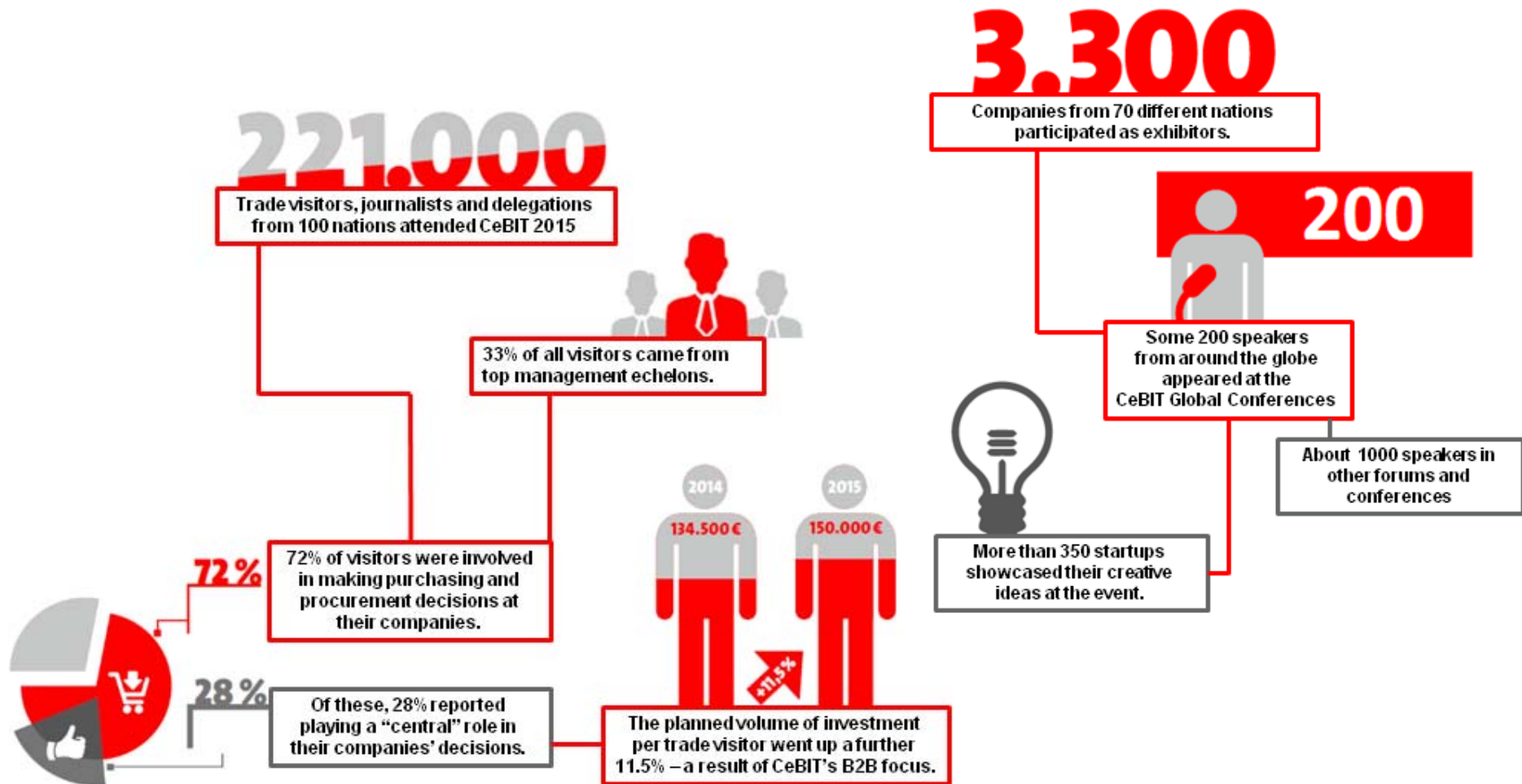
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The CeBIT strategy: Inspiration – Information - Innovation



The 3-Dimension-Concept: Digitalization – Verticalization - Internationalization

CeBIT 2016 Facts & Figures – a recap of 2015



Global Agenda Setting Lead theme of CeBIT 2016



- Digitalization creates big opportunities for the economy, for companies and for people.
- The second stage of digitalization calls upon every industry, every company and every person to participate.
- New business models as well as new forms of communication and social participation will be developed
- Those who take this path will be successful in digitalization

d!conomy
join – create - succeed

CeBIT 2016

Focus European Digital Agenda

- 130 official delegations from all over the world
- Opening ceremony with high-level politicians and speakers from the industry
- High-level conference for the progress of the European Digital Agenda with EU-Commissioner Oettinger for the next three years
- With this CeBIT will be also the most important political event for digital challenges



CeBIT 2016

Focus Partner Country Switzerland

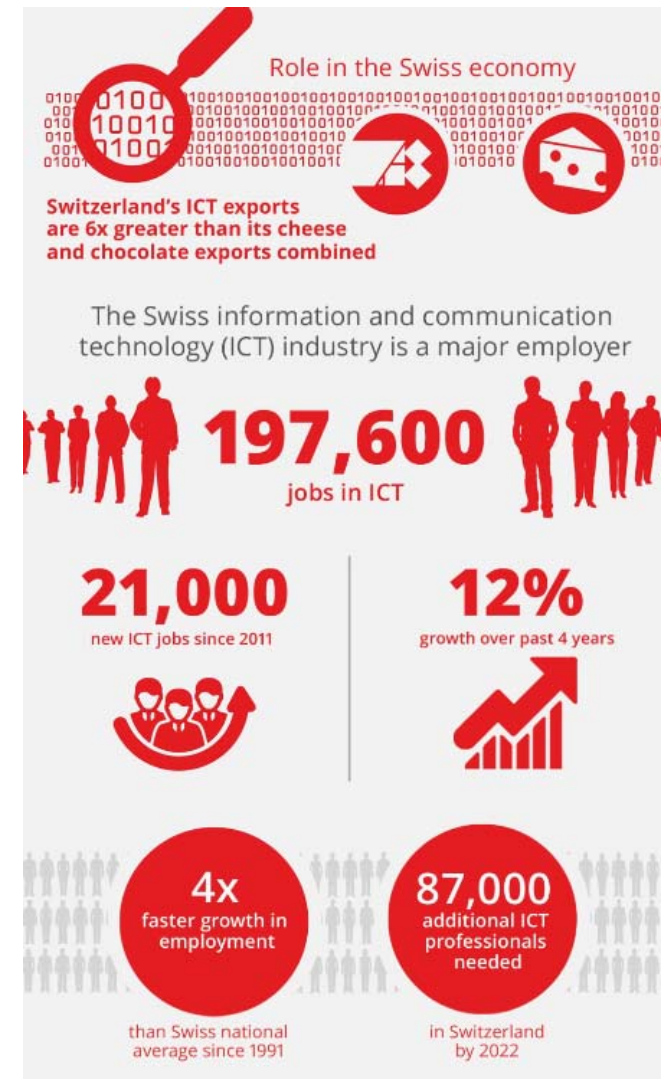
- Leader in digitalisation
- Hub for research and development
- High willingness to invest
- ICT economy focused on growth
- Central pavilion in Hall 6
- CeBIT Switzerland Summit on first day of fair



Switzerland - Partner Country of
CeBIT 2016

See you at
CeBIT 2016

from 14 to 18 March 



CeBIT 2016

Focus Innovation and Startups

- Startups drive innovation all over the world
- Disruptive technologies and ideas
- Traditional corporations meet innovation
- More than 350 international startups in Hall 11
- Daily high-level pitches



CeBIT 2016

Focus CeBIT Global Conferences



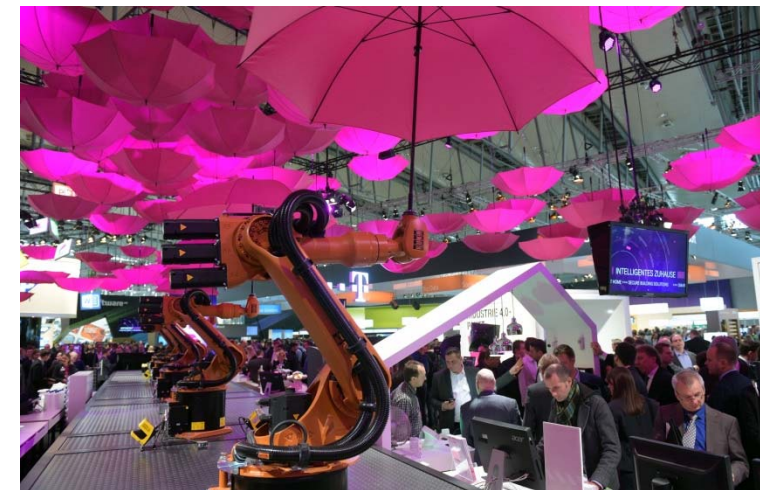
- More than 100 hours of program on three stages
- Focus on global digitalization trends
- Speakers 2016: • Christian Fredrikson, CEO F-Secure; Shoei Yamana, Präsident Konica Minolta, Inc. (Japan), Prof. Dr. August-Wilhelm Scheer, CEO Scheer Group
- Special program for bloggers



CeBIT 2016

Focus d!conomy in action – discover the digital transformation

- ITC drives innovation in all industry sectors, from automotive to healthcare to agriculture
- Focus on new business models
- Concrete showcases in several halls from variety of industry sectors
- Visitors experience first-hand the digital transformation



CeBIT 2016

What's in it for Belgium

For Exhibitors

- Intensive business with the European market
- 150,000 Euro investment per visitor
- New customers and partners
- Solid position in the international ICT sector



For Visitors

- Find ICT solutions for your company
- Contact to more than 350 Startups
- Check the status of digitalization
- Latest solutions, ideas and inspiration
- Networking with European politicians



CeBIT Events Worldwide

CeBIT
AUSTRALIA

CeBIT Australia
02 – 04 May, 2016
Sydney, Australia
Sydney Show Ground
www.cebit.com.au



CeBIT
INDIA

CeBIT India
November, 2016
Bangalore, India
BIEC Expo Center
www.cebit-india.com



CeBIT
BILIŞİM
EURASIA

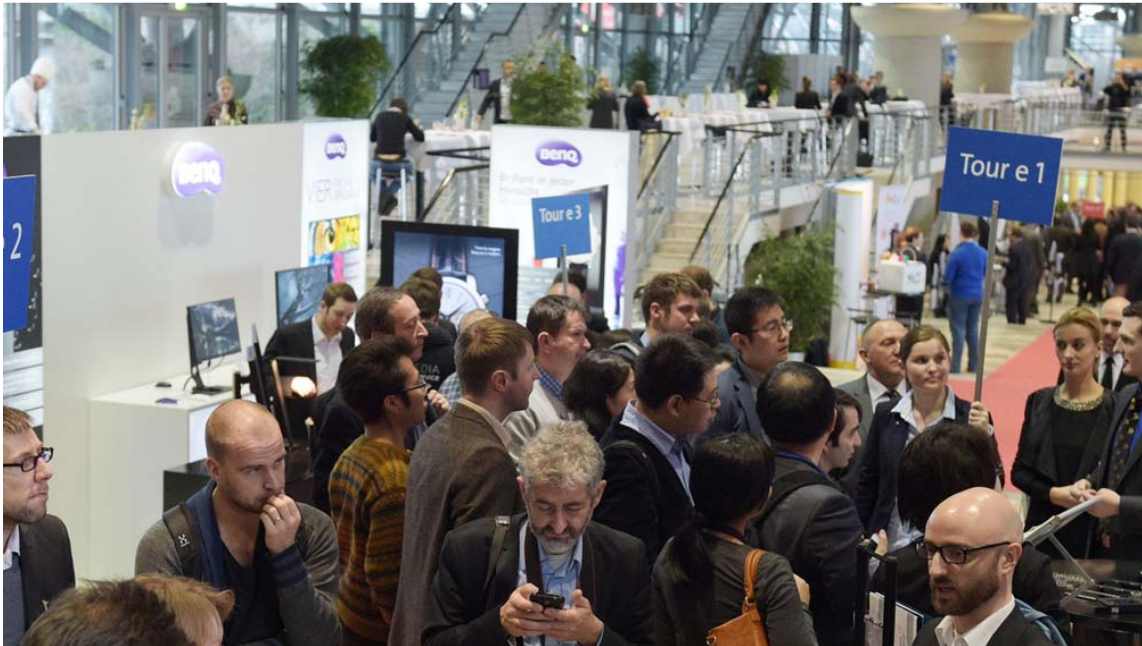
CeBIT Bilisim Eurasia
13 - 15 October, 2016
Istanbul, Turkey
Istanbul Expo Center
www.cebitbilisim.com



Important events for journalists covering CeBIT 2016 (1/2)

Save the Date

CeBIT Preview, 20 January 2016



- **Seien Sie dabei:** Wichtigstes, internationalstes Medien-Event vor der CeBIT
- **Vom Startup bis zum Big Player:** Rund 30 Unternehmen präsentieren ihre Innovationen
- **News-Plattform:** Für mehr als 120 Journalisten und Blogger aus rund 20 Ländern



Program

- | | |
|------------|------------------------------------|
| 11:00 a.m. | Kick-off press conference |
| 12 noon | Interviews & talks,
lunch break |
| 1:00 p.m. | Guided Tours |
| 3:00 p.m. | Interviews & talks |
| 3:30 p.m. | Exhibitor press conferences |
| 5:30 p.m. | Networking |
| 6:30 p.m. | After Show Party |



Important events for journalists covering CeBIT 2016 (2/2)

Save the Date

Offizieller Medientag, Sonntag, 13. März 2016

- 11:00 a.m. CeBIT Highlight Tour (Ger.)
- 2:00 p.m. BITKOM press conference on CeBIT lead theme (Ger./Eng.)
- 6:00 p.m. Chill-in party

Monday, 14 March 2016

- 10 a.m. Opening of the EU CeBIT Conference (Ger./Eng.)
 - 10:30 a.m. International Highlight Tour (Eng.)
 - 1:15 p.m. Keynote by Günther Oettinger within the EU CeBIT Conference (Ger./Eng.)
 - 4:00 p.m. CeBIT Switzerland Summit (featuring, among others, the President of the Swiss Confederation, and Germany's Federal Minister of Education and Research, Dr. Johanna Wanka) (Ger./Eng.)
 - 6:30 p.m. CeBIT Opening Ceremony
- All day Exhibitor press conferences

Tuesday, 15 March 2016

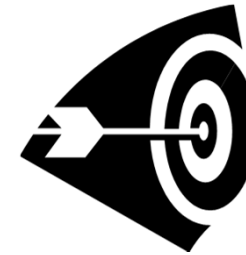
- 9:00 a.m. Tour of CeBIT by German Chancellor Merkel
 - 6:00 p.m. Happy hour for journalists in the Press Center
- All day Exhibitor press conferences

Wednesday, 16 March 2016

- 7:00 p.m. Business Run powered by CeBIT

Friday, 18 March 2016

- 10:30 a.m. Media wrap-up



März 2016						
Mo	Di	Mi	Do	Fr	Sa	So
29	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10



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See you!
At CeBIT 2016
14th – 18th of March
Hannover
Germany

The **digital**
transformation
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