



## MEDIA RELEASE

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### **NSW COMPANIES INVITED TO EXHIBIT AT LARGEST TECH EVENT IN SOUTHERN HEMISPHERE**

The NSW Government is calling for expressions of interest from technology companies across the state to showcase their products and services on its official stand at CeBIT Australia 2018, Asia Pacific's largest business technology event.

Minister for Trade and Industry Niall Blair said more than 15,000 people are expected to walk through the doors of the three-day exhibition from 15-17 May, which features over 300 exhibitors and the best technology innovations from more than 30 countries.

"It's great to be the official partner of CeBIT Australia once again this year, where we get to showcase some of our State's best and brightest technology companies to an international audience," Mr Blair said.

"This is a unique opportunity for companies to secure new business opportunities in both national and international markets – CeBit sets the stage and our NSW companies lead the show.

"We're looking for outstanding companies from both metropolitan and regional areas that can demonstrate the quality, innovation and capability of the state's technology sector to the world."

Expressions of interest are now open until 5pm on Monday 26 February for technology companies - from startups to small to medium sized enterprises - to apply for one of eight free exhibitor spots on the NSW stand at Sydney's International Convention Centre.

CeBIT is celebrating its 17th year and 2018 will feature a large-scale exhibition displaying the latest technology, in-depth conferences, international keynote speakers, a dedicated start-up zone and networking events.

Content sessions will cover topics including Big Data, Cyber Security, Cloud, eGovernment, the Internet of Things, FinTech, Artificial Intelligence, Start-ups and more and there will be business matching to bring buyers and vendors together.

For further information on applying for a spot on the NSW stand visit [industry.nsw.gov.au/cebit](http://industry.nsw.gov.au/cebit) or for more information on CeBIT Australia 2018 visit [www.cebit.com.au](http://www.cebit.com.au)