

High-tech industry delighted with CeBIT 2011

End-of-show report for CeBIT 2011 (1 to 5 March)

A highly successful CeBIT 2011 has fired up the international ICT industry.



"Everyone agrees that CeBIT 2011 has performed extremely well. Featuring the [right trends](#), the right opinion-leaders and increased participation and attendance from abroad, this year's CeBIT has underscored its strengths," commented Ernst Raue, the Deutsche Messe Management Board member in charge of CeBIT, at the end-of-show press conference on 5 March, adding: "CeBIT is ideally positioned as the world's prime mover for all facets of digital life and work. CeBIT 2011 offered impressive evidence of just how strongly the heart of the digital world is beating."



"Work and Life with the Cloud" was the right topic at the right time, Raue continued. "The cloud is a hot item throughout the industry, and is driving fundamental changes in all sectors. CeBIT showcased a raft of applications here, boosting acceptance of cloud technologies and resulting in significant numbers of deals being signed. These five days in Hannover have demonstrated the huge potential of cloud computing."

Companies praised first and foremost the decision-making authority of visitors. "CeBIT in Hannover is an event for decision-makers. Over 500 CIOs of major international companies were at CeBIT 2011, representing a total annual purchasing volume of over 50 billion euros – more than ever before," Raue remarked.

More than 4,200 companies from over 70 countries participated at CeBIT 2011, including many firms which returned after a break of several years, such as Oracle, HP, Xerox, Canon, Epson and Siemens Enterprise Communications. "The leading telecom providers have also rediscovered the strengths of CeBIT and put them to good use. They have showcased their recent developments,

ranging from fast LTE and apps to the latest smartphones and tablet PCs. Many of them plan to be back in 2012 and have already reserved space," Raue noted.

Businesses were also impressed with the high level of technical expertise among CeBIT attendees: "CeBIT now begins well before opening day, so businesses can be sure of using their time at the show productively. Our visitors had clearly done their homework, mainly via the Internet. They came to Hannover with specific requirements and capital investment projects in mind," Raue commented. This was reflected in a 20 percent increase in the potential total investment volume represented at CeBIT 2011 year on year. According to Raue, "Many firms indicated that they had generated significantly more leads than last year. Over a period of just 45 hours, CeBIT has generated over seven million business contacts. That makes CeBIT the most efficient marketing and leads platform, and a benchmark for new business acquisition worldwide." Now it is up to the companies to translate these leads into sales revenue.

The premiere of the new "CeBIT life" showcase was particularly successful. "We will certainly continue our efforts to enhance and grow this new section of the show, because nowadays consumers are clearly among the key drivers of innovation and markets," Raue emphasized. "The thematic clusters accompanying the four segments of pro, gov, lab and life worked really well, pointing the way forward for 2012."

The [CeBIT Global Conferences](#) also netted a positive response, attracting a total audience of 8,000 industry professionals for the keynotes and panel discussions. Over 30 international speakers appeared, among them EU Commissioner Neelie Kroes, Ford CEO Alan Mulally, Mozilla CEO Gary Kovacs, leading US blogger Chris Pirillo, Shmuel (Mooly) Eden from Intel, and Dr. Chang-Gyu Hwang, National Chief Technology Officer of the Republic of Korea.



As the featured CeBIT Partner Country in 2011, Turkey was represented with national pavilions in five separate halls. The group of over 90 Turkish exhibitors rated their participation at CeBIT a success, drawing even more international visitors than anticipated. Turkey's highest-ranking representative was Prime Minister Recep Tayyip Erdoğan, who opened CeBIT on Monday night along with German Chancellor Dr. Angela Merkel and IBM CEO Sam Palmisano, before an audience of 2,500 VIPs from around the world.

The next CeBIT will be staged from 6 to 10 March 2012 in Hannover.

Source: cebit.de