

Olympic Games of the IT World

Auckland, 22 June 2009 -CeBIT is one of the most successful trade fairs in Germany. Over 4,300 exhibitors from around 69 countries and some 400,000 visitors from all over the world attended the last CeBIT in March 2009.

Looking back, the birth of CeBIT on 12 March 1986 was the outcome of a long and complicated decision-making process. The computer industry had become a key feature of the HANOVER FAIR and had contributed to its unique status as the world's biggest trade show for capital goods. However, the computer exhibitors had to deal with an increasing number of non-specialists at their stands.

The newly created CeBIT rapidly developed into the largest and most important IT event of the year. The number of exhibitors and visitors increased continuously. By the beginning of the 1990s CeBIT had achieved the ultimate international breakthrough.

For many years now, CeBIT has been the unrivalled international showcase for IT, telecommunications, software and services.

This year's show once again underscored its standing as the largest trade show of any kind, anywhere in the world. Californian Governor Arnold Schwarzenegger attended this year's event as an honorary guest together with round 50 companies from California, most from Silicon Valley. The "governator" spoke at the opening ceremony alongside with German Chancellor Angela Merkel. "Losers whine but winners move forward in a strong and powerful way, and I know that everyone who is here at the Cebit is a winner," he addressed the audience in a rollicking speech.

For Dermott Renner, of the New Zealand company Starsoft, CeBIT is a top world trade show, "the Olympic Games of the IT world" Renner reckons. He attended the event last year to introduce his then new product Ezidoesit. 475 visitors from 37 different countries showed interest, he said and the company certainly plans further participations in the future.

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