



Be part of Export Alley at CeBIT Australia 2008

Take advantage of this low-cost option to access international markets

Meet the specialist vendors, distributors and service providers that can drive your business to the next level at Australasia's largest and fastest growing ICT exhibition and conference – right on your doorstep.

CeBIT 2008 is set to follow last year's success which featured:

- Over 730 exhibitors
- 30,000+ business visitors
- International delegations
- Representation from 57 countries
- Seminars, workshops and conferences.

What is Export Alley?

After an overwhelming response in 2007, Export Alley will return as a special exhibition area within CeBIT Australia 2008. A joint initiative between Austrade and CeBIT Australia, Export Alley gives smaller, innovative Australian ICT companies a low-cost option to access international markets:

- Exhibit for a discounted rate of \$1,795* + GST. *Please note your details will be forwarded to CeBIT for the processing of your application.
- Meet Austrade Business Development Managers from around the world looking for products and services suited to their markets.
- Connect with potential partners from the international delegations that Austrade is bringing to CeBIT Australia.
- Access Austrade's International Business Lounge for meetings.

Why should you participate?

- Be part of Australasia's leading ICT event to build your sales leads and develop your brand.
- Connect your business to Australia's largest audience of proactive ICT buyers, customers, distributors, investors, decision makers and professionals from Australia and overseas.
- Gain exposure to international markets – CeBIT Australia attracts 2,000 international visitors looking for potential alliances and partnerships.
- Learn more about overseas market opportunities and export finance.

Apply before Monday 31 March 2008

Visit www.austrade.gov.au/CeBIT08 to register your interest and to receive your CeBIT 2008 application form.

Key contact

To discuss your options further, please contact Noreen MacMorrow, Senior Export Adviser – ICT, Austrade Sydney on (02) 9390 2855 or email noreen.macmorrow@austrade.gov.au.



Important information

Date:	20-22 May 2008
Location:	Sydney Convention and Exhibition Centre, Darling Harbour
Application deadline:	31 March 2008

Who should attend?

Australian businesses from the ICT and telecommunications industries with an annual turnover of up to \$5 million in:

- Mobile communications and applications
- Next generation networks/ VoIP and IP communications and network wireless
- Digital mobile content, web applications and web 2.0
- E-Government, Clean Tech and IT services
- IT security, smart cards and RFID
- E-Marketing, business software and CRMs.