

What Should One Expect for CeBIT 2018?

Written by Bob Snyder
25. 04. 2018



Europe's largest IT event, CEBIT 2018, will be less of a traditional trade fair and more of a "business festival," organisers Deutsche Messe promise as they reveal further details on the show, such as theme areas, in-show events and optimised hall layout.

This is IT's home ground...**IBM CEO Ginni Rometty** will be delivering the keynote speech.

With 800 square meters (8600 sq. ft.), **Hewlett Packard Enterprise (HPE)** will show hybrid infrastructures, location-based services, IoT systems, artificial intelligence, blockchain applications and supercomputers.

And Europe's giant IT system integrators like €12 billion **ATOS** will join in. ATOS wants to talk about the *Workplace of the Future*. "ATOS values CEBIT as a key platform for engaging in dialogue on digital transformation with its customers," comments Ursula Morgenstern, CEO of Atos Germany.

As show organizers cater to a new generation of IT executives (and a new generation of IT technology), CEBIT moves to the month of June and adopts a modern high tech festival format.

"With its winning threefold mix of innovation-rich showcases, quality conferences and informal networking opportunities, the new CEBIT will provide a 360 perspective on the digitisation of business, government and society," says Deutsche Messe. "As well as attracting IT experts, industry professionals and top-level decision-makers from the digital and IT user industries, our aim with the new CEBIT is increasingly to reach the next generation of business decision-makers."

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The CeBIT 2018 format comprises four main sections-- **d!conomy, d!tec, d!talk and d!campus**. The d!conomy section covers digitisation, with exhibition topics such as digital business, digital administration, Internet of Things (IoT), security, networks, channel and distribution, mobile solutions and datacentres. The d!tec section is all about cutting-edge innovations and startups, d!talk is a conference platform and d!campus is a space for networking, live music and street food.

The show opens with a keynote by **Jaron Lanier**, an American computer scientist and Microsoft employee famous for his work in VR. Another speaker is

Dan Lyons

, the author of the "Secret Diary of Steve Jobs," who will talk about his experiences in "startup hell." German science journalist

Ranga Yogeshwar

will also take the stage to talk about AI and the future of our relationship with computers.

Other speakers include "memory hacker" **Dr. Julia Shaw** and **Mikko Hypponen** Chief Research Officer at the Finnish IT security company, F-Secure.



CeBIT opens on 11 June with a first day reserved for conference attendees and journalists. The day is capped off by a Welcome Night featuring high-ranking political leaders from Germany and abroad, setting the day for the three business-centric show days to follow. "Digital Friday" (15 June) targets the general public with hackathons, drone competitions and recruitment events for students and digital professionals.

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The hall layout is somewhat revamped-- Halls 9 to 13, 14 to 17 and 25 to 27, as well as the central open-air site around the EXPO canopy, host a number of activities, showcases and networking events. The exhibition stands in the halls will be open from 10 a.m. to 7 p.m. The d!campus is open till 11 pm and features a program of digital culture, street food and live performances by popular artists, such as German hip-hop star *Jan Delay*.

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