Technology Solutions for Every Business – The Future is Digital!

CeBIT INDIA

121314November 2014BIEC, Bengaluru, Indiacebit-india.com

SHOW REPORT 2014





Also A





New Perspectives in IT Business. 3 days, Unlimited Prospects





MESSAGE FROM MANAGING DIRECTOR

Dear Industry Colleague,

Firstly, I would like to wish you a happy, prosperous and success filled 2015

As we draw curtains on the first ever edition of CeBIT in India, it gives me immense pride to dedicate this success to all stakeholders-exhibitors, visitors & team HMFI. Right from the start, our focus has been to deliver an event that is on par with the best IT and ICT trade events in the world. The fact that CeBIT India attracted the top names of the Indian IT industry and brought together the entire industry under one roof only vindicates our confidence in this market. CeBIT INDIA 2014 hosted 9311 business buyers from various industry spectrums over 3 days who were treated to an extravagant display of latest trends and technology by leading IT companies. Domestic and International buyers thronged the exhibition to witness and experience the largest congregation of IT players in India.

The CeBIT Global Conference took off on an auspicious note having been inaugurated by Shri Siddaramaiah, Hon'ble Chief Minister of Karnataka & other dignitaries from the State Government followed by an opening keynote by Dr. Vishal Sikka. This was followed by 3 days of insightful sessions on various topics led by respected industry stalwarts like Ms. Vanitha Narayan, Mr. Martin Pieters, Mr. Mark Macdonald, MsKumud Srinivasan& Mr. Helmut Schutt

A special note of thanks to the Government of Karnataka; our sponsors and partners for making this a memorable event. We look forward to take our relationship forward in the coming years. The next few pages will take you through various snapshots of the event and key pointers that contributed to the success of the show

I thank you all once again for your support & hope that the same will continue helping us to establish an sound event that will catapult India to higher echelons in the global IT industry. I'd also like to personally welcome all of you to the second edition of CeBIT INDIA scheduled from 29th to 31st of October, 2015 at Bangalore International Exhibition Center, Bangalore

See you soon.

Regards,

TShah

Mehul Lanvers Shah Managing Director Hannover Milano Fairs India Pvt. Ltd.

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EXECUTIVE SUMMARY





CeBIT made a grand entry into India in partnership with BangaloreITE.biz, the flagship IT event of the State Government of Karnataka. The 3 day extravaganza hosted the who's who of the Indian IT industry & saw successful participation and attendance by top IT players, delivered quality business interactions, facilitated executive level networking meetings and rendered high class infrastructure. CeBIT INDIA gave the Indian IT industry and the city of Bangalore an enormous boost taking it to a whole new level in the global IT market.

With its central theme 'New Perspectives in IT Business', CeBIT INDIA 2014 displayed 600 brands and received participation from more than 400 exhibitors. The mega IT expo brought together IT majors, innovators, and technologists together on the same platform. The event showcased innovations from leading IT and ITeS companies like IBM, Vodafone, Daimler, Mercedes, Rittal India and NxtGen.

KEY FIGURES9311 Visitors16000 sq. mtrs of display space418 Exhibitors125+ New Launches & Tech Innovations14 Countries

2500+ VIP Delegations



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CeBIT INDIA's partnership with Government of Karnataka's flagship event – BangaloreITE.biz with their focus on 'Ideas for Digital India' brought together the strength of both shows and attracted the right mix of government, public and private sector organizations to the show.

The event was inaugurated by the Honourable Chief Minister of Karnataka –Shri Siddaramaiah along with Shri S.R.Patil, IT Minister, Government Of Karnataka, Mr. Srivatsa Krishna, IT Secretary, Government of Karnataka, Mr. R Chandrashekhar, President, NASSCOM, Andreas Gruchow, Member of the Board, Deutsche Messe AG, Mr. Omkar Rai, Director General, Software Technology Parks of India (STPI), Mr. Kris Gopalkrishanan, Chairman, Karnataka State Vision Group on IT and Mr. Mehul Lanvers Shah, Managing Director, Hannover Milano Fairs India Pvt Ltd.



CeBIT brought the renowned CeBIT Global Conferences (CGC) program into India to give a strong platform for insightful discussions on the current trends in the IT industry. CGC witnessed a riveting symposium of visionaries discussing and debating on leading topics including social media marketing, connected cars, cloud computing for MSMEs and IT as a key lever for success.



With an aim to take promising Indian talent to an international audience, CeBIT INDIA introduced a new concept in partnership with Infosys +91. +91 was a unique concept that gave Indian start-up companies an opportunity to network with and showcase their technology to entrepreneurs, global media, consultants, support programs, angel investors & venture capitalists.



CeBIT INDIA also partnered with reputed publications and associations to host Award Nights on all the three days of the show. On the first day, DQ ICT Awards were presented in partnership with Cybermedia. This was followed by STPI Export Awards on Day 2 and Exhibit Tech Awards on Day 3, held in association with Exhibit Magazine.

CeBIT INDIA concluded on November 14th with the launch of its Consumer electronics & gaming event – PLUGGED IN targeted at tech consumers. PLUGGED IN is a new concept developed by Hannover Milano Fairs India to showcase the latest digital technology and innovations for end consumers.





CeBIT also had a slew of parallel activities and events that occurred on the side-lines like Cybermedia ICT awards, Karnataka Export IT Awards, MAIT CEO Roundtable, CeBIT Executive Club, CEO Conclave, +91 awards and other partner events such as those conducted by IBM, Daimler, Vodafone, and IESA.



CeBIT INDIA PARTNERS





BUYERS AT CeBIT INDIA





BUYERS AT CeBIT INDIA





EXHIBITORS SPEAK



We are a young and growing company and we wanted to showcase our services on a large platform. CeBIT INDIA looked like a perfect idea. And we have been getting good footfalls.

- Kamesh Ghosh, Jsoft Solutions.



I'm seeing some good energy here. It's a good brand. Every year we participate in the Hannover fair. With the 'Make In India' campaign, it's a good time for CeBIT to enter India.

- K.K. Shetty, TE Connectivity.



CeBIT is a wonderful platform. I'm getting the feel of GITEX Dubai, where we participated the last two times. Really glad to see so many people from so many countries.

- Mithun Kumar, Softage Information Technology.



I'm impressed. Over the past many years the IT event in Karnataka has begun to lose its energy. But this has now given new energy. And its good connect for Bangalore with the world.

- John Kottayll, Invest in Bavaria



This is good than the convergence IT show in Delhi. The layout is good.

- Ray Vincent, Cyber Fox.



PARTNERS SPEAK

MAIT









CeBIT INDIA 2014 is a veritable "Tech Mecca" for both the industry as well as the end-users. The content rich event will provide many business leads along with partnership possibilities apart from valuable insights & food for thought.

- Amar Babu, President, MAIT

CeBIT INDIA can be considered the barometer for the state-of-the-art in information technology. IESA is privileged to be associated with this conference, and it gives me enormous pleasure to present the IESA ESDM pavilion at CeBIT INDIA and also host the exclusive session on "Technological Solutions in Medical Electronics". I wish CeBIT INDIA all the very best and look forward to a fruitful partnership in the coming years.

- Mr. MN Vidyashankar, IAS, President, India Electronics & Semiconductor Association (IESA)

COMPASS is proud to be associated with Asia's largest ICT trade fair, CeBIT INDIA. CeBIT INDIA is a great platform to procure cutting-edge technology and knowledge transfer. It is a great initiative for CeBIT INDIA to join hands with COMPASS. COMPASS also organizes a similar fair in Kolkata since last 17 years. This year COMPASS Tech Fair will be held from 13th to 16th February, 2015. COMPASS is looking forward to long term association with CeBIT INDIA. We wish them great success in their ICT Trade Fair, CeBIT INDIA.

- Pawan Jadojia, COMPASS

CeBIT INDIA is a platform for CIOs to come & share and rub shoulders with their peers across the globe. Secondly, it helps us network with our peers, look at what are the kind of technologies, the adaption they have been doing, how they have been using technology, how are we able to bring value for the community. These are very specific things why CIOKlub is associating with CeBIT, apart from the fact that the Kumbh of all IT events in India is happening and we don't want to miss the bus. So we had to be there.

- Mr. Girish Kulkarni, Vice President, CIOKlub

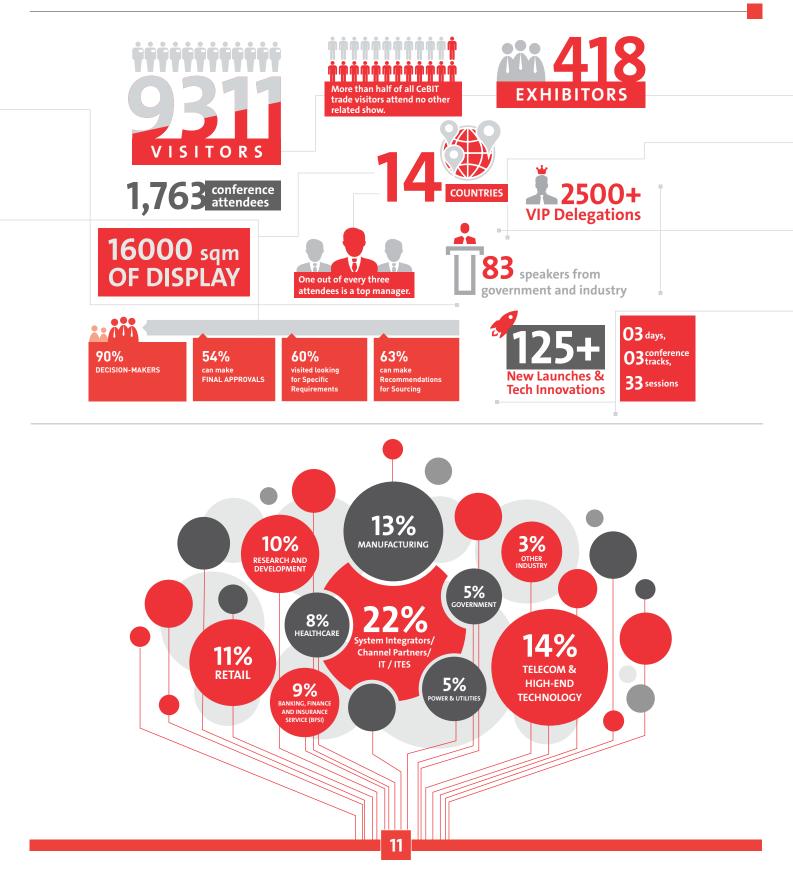
iSPIRT is excited to welcome CEBIT to India. India has a big potential in the software product industry. By facilitating the interaction of buyers and sellers, CEBIT is helping further traction and momentum in the market. We look forward to CeBIT playing a major role in the coming years.

- Sharad Sharma, Co-founder and Governing Council Member iSPIRT

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OUR PERFORMANCE IN FIGURES





CeBIT GLOBAL CONFERENCES

Confluence of visionaries, thought leaders and technology pundits





CeBIT Global Conferences (CGC), part of the CeBIT trade fair and expo, is setting new standards for technology conferences in India. CGC is a global network of business leaders, forward thinkers and social innovators committed to bring the Indian IT industry on par with global standards. Speakers at CGC reveal, explore and debate trailblazing technologies and how they will shape the year ahead – for the benefit of both business and society at large.

CGC, which is regarded as the hub of enlightenment and knowledge at CeBIT, is conducted annually in Hanover, Brazil, Turkey and Australia.

An impressive line-up of 83 speakers from government and industry, with stimulating content and thought-provoking sessions, drew 1,763 attendees to CGC over three days. Keynotes were delivered by leaders from Vodafone, IBM, Accenture, Intel, Infosys, Daimler and other global brands. Panel discussions on contemporary topics such as Internet of Things, Smart Cities and Connected Carran to packed halls.



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Government Presence



CGC was attended by high level government officials such as Shri. Siddaramaiah, Hon'ble Chief Minister of Karnataka, Shri. S.R. Patil, Hon'ble Minister for IT, BT and S&T and Planning & Statistics, Government of Karnataka, Shri. Srivatsa Krishna, IAS, Secretary, Department of Information Technology, Biotechnology and Science & Technology, Government of Karnataka and other high level state officials. There were also speakers from IT ministries of other states, such as Kerala, UP, and Odisha.

The partnership with BangaloreITE.biz saw the formation of the Digital India Vision Summit, conducted on the first day of CeBIT INDIA. This was well received & attended by state government and industry officials who made few important announcements.



Keynotes



"Future world is looking towards India for leading by example and not the cheaper solutions, now."

In the keynote address titled 'Software and the Future of the Services Industry' Dr. Vishal Sikka, CEO, Infosys told how digital transformation is shaping the business of Infosys' clients, and how the company plans to apply the same principles to its own business to tap opportunities and accelerate growth.

Dr. Sikka, who just completed his first 100 days in office, also spoke about the transformation from an 'atoms' to 'bits' world. He said, "We can be better strategic partners through innovation, design thinking and new agile methodologies, and show how to solve a problem. We need to do more with less for more. Future world is looking towards India for leading by example and not the cheaper solutions, now."

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Mark McDonald, MD, Accenture

"One of the things that is really needed is a robust set of identity and management services that are widely dispersed across the economy and across the customer base"

In his keynote address titled 'WeCommerce: The future of IT in Business' Mark McDonald, MD, Accenture spoke about the level of collaboration needed to ensure success and deliver value, especially in the commercial world.

"One of the things that is really needed is a robust set of identity and management services that are widely dispersed across the economy and across the customer base," said Mr. McDonald. "Right now everyone is suffering from multiple passwords and multiple identifications."



Visionary keynotes were also delivered by Marten Pieters, CEO, Vodafone India, Vanitha Narayanan, MD, IBM India Pvt. Ltd., Kumud Srinivasan, President, Intel India, Helmut Schütt, CIO, Daimler Trucks, Buses & Vans, and Manu Saale, Managing Director & CEO at Mercedes-Benz Research and Development India.

Panels and Seminars



Panels and seminars at CeBIT Global Conferences were well attended. Audience appreciated the thought provoking topics and high profile speakers at the conference. The Connected Car panel on day 2, which comprised of speakers from Mercedes-Benz Research & Development India Pvt. Ltd. (MBRDI), Volkswagen India, Tata Motors, Robert-Bosch India and Mahindra & Mahindra, drew a lot of interest and was well attended. The phrase 'Data is the new oil' was coined for the first time in this session.

The two panels on banking and financial services drew much attention to financial inclusion and the Prime Minister's plan to provide banking accounts to the unbanked population. The panelists also discussed the various challenges in the banking sector in India.



There was a fascinating panel on how social media is being used to change the way citizens interact with politicians. The key message from this panel was, "We're using social media to make the world's biggest democracy a better democracy." The panel included Shri. Vinit Goenka, National Co-convenor, BJP, who offered candid insights into how his party employs social media during election campaigns for continual engagement with citizens.

Other informative panels were conducted on Smart Cities, Internet of Things, Big Data, Enterprise Mobility, and IT in Healthcare.

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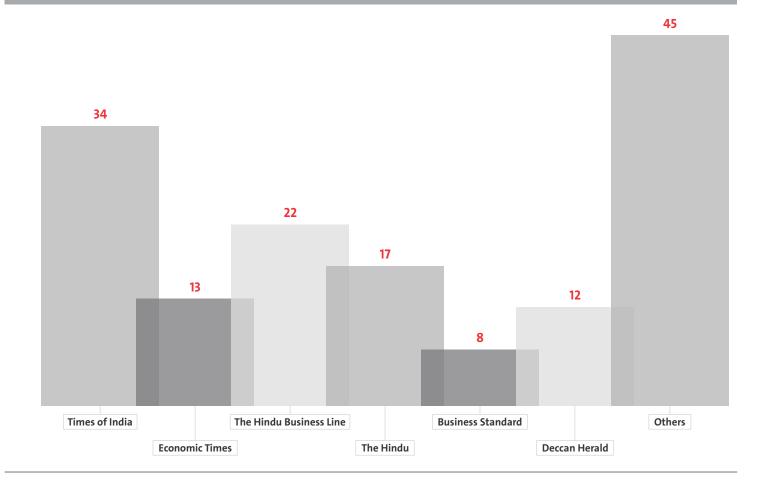
PR REPORT

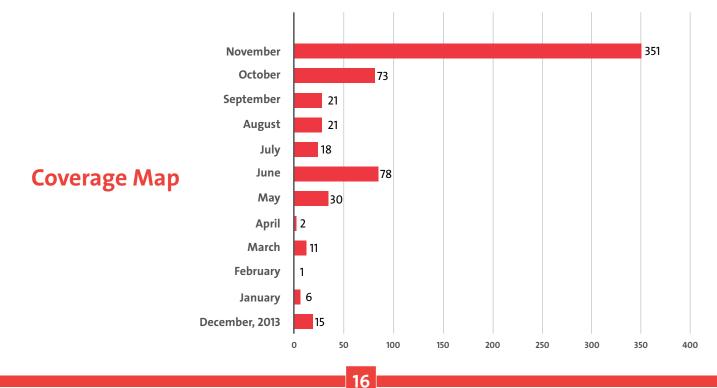
The first CeBIT in India attracted great response and participation from the Media, national and international. Along with our PR Agency 20:20 MSL, the CeBIT India team developed and created strong PR strategies and Media outreach throughout the year.





CeBIT IN MAINSTREAM MEDIA







CeBIT MAKING NEWS

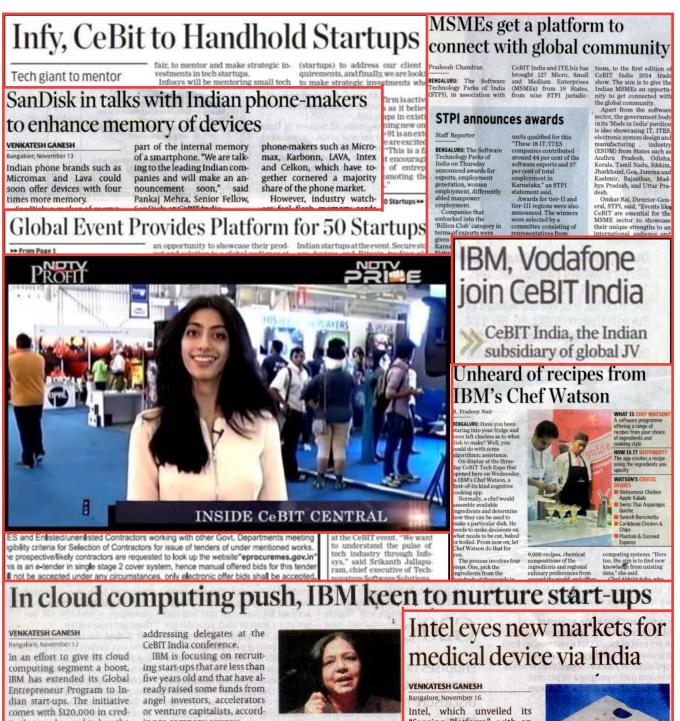


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its that can be used to buy the company's software.

ing to company sources.

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The company is taking this

Vanitha Naravanan

r, it bought SoftLayer ogies for \$2 billion. ly, IBM has partnered her software compach as JDA and last opened a 30,000 feet facility in Mumbai

"Sensing Platform", with an eye on the \$7-trillion Indian healthcare market, is planning to launch these solutions in other emerging markets with the help of Indian manufacturers.

The world's largest chip maker has partnered with nart of an expansion to BPL Health Technologies to



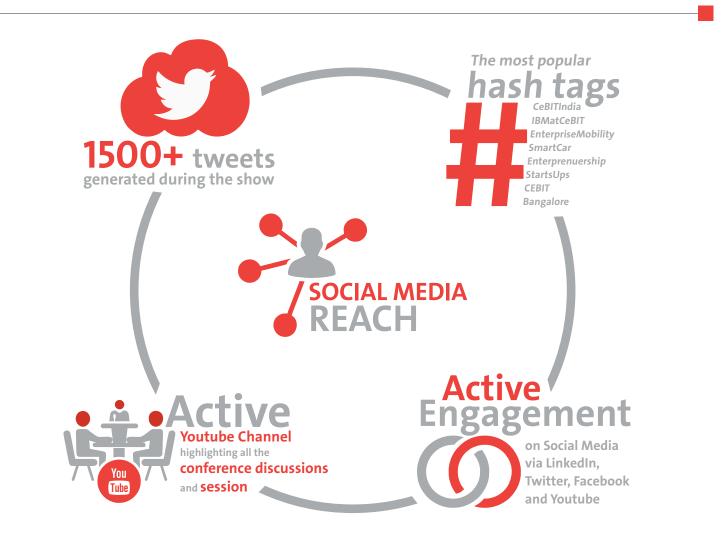
mud Srinivasan, President, Intel India, told BusinessLine

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SOCIAL MEDIA



Prashant Mamtora @prashantmamtora · Nov 12 Just met Mr. N R Narayan Murthy, the poster boy of Indian IT. Best moment during @cebitindia



- + 2 4 13 4
- View more photos and videos

Anjali Gupta @Anjali2806 · Nov 13 We are almost full @ChefAbhijitSaha #cxolunch @cebitindia @IndiaOnward #moleculargastronomy #ibmatcebit



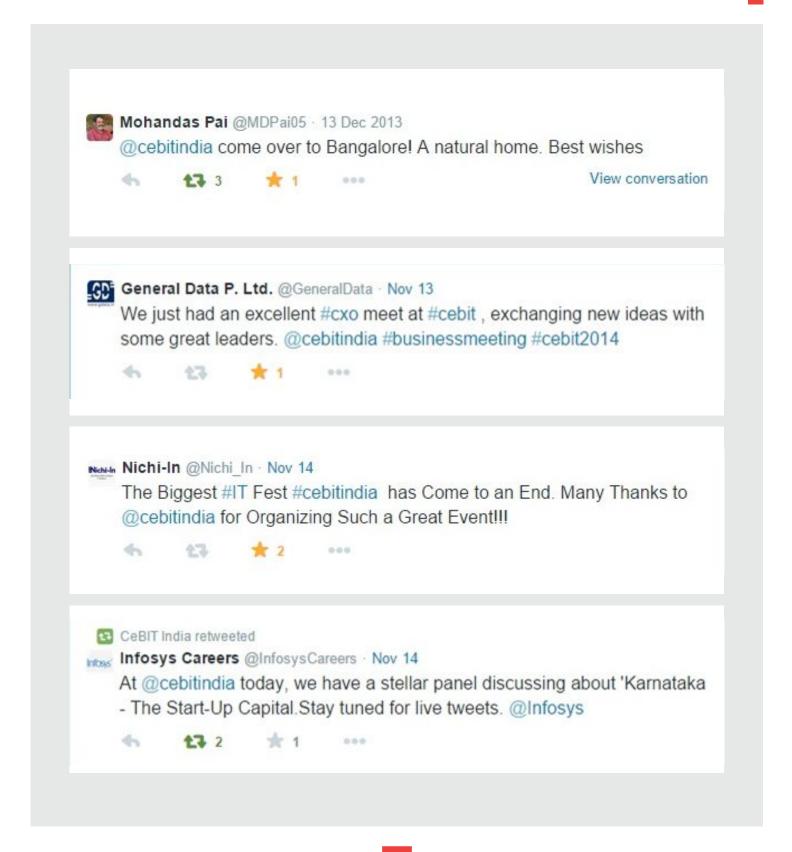
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CeBIT Events Worldwide



16 – 20 March, 2015 Hannover, Germany



5 -7 May, 2015 Sydney

For more information please contact: ishani.dave@hmf-india.com



11-14 Sept., 2015 Istanbul, Turkey



12 – 13 August, 2015 Porto Alegre, Brazil