CeBIT 2017
Information for Visitors

Global Event for Digital Business

20–24 March 2017
Hannover • Germany

cebit.com
d!conomy – no limits

See, experience & comprehend the Digital Transformation

3,000 companies from all over the world

More than 450 startups with innovative business strategies

d!conomy: Now it's time to exploit the countless opportunities and potential of the digital transformation for business and society. Leading-edge technologies such as artificial intelligence, humanoid robots and applications of virtual reality shift the boundaries between humans and technology. At CeBIT you can experience how new technology will generate added value in the future and how d!conomy turns ideas into business opportunities.

2,000 hours of keynote talks and presentations
Global Event for Digital Business
Disruptive business models, pioneers and start-ups

Exhibition
CeBIT is the only event in the world to present the digital transformation in its entirety. Showcasing real examples and best practice, it outlines all the opportunities for enterprise – from SMEs to large companies. The clear focus on business allows you to quickly obtain an overview of the latest digital products and solutions and find what's right for your company.

As one of the world leaders in technology and a major economy, Japan is highly qualified to be the Partner Country at CeBIT 2017. Japan will be represented by more than 100 exhibitors and two huge stands in Hall 4 and 12.

Conferences
The CeBIT Global Conferences provide an all-round survey of the digital marketplace. The world's ICT elite comes here to analyze cross-industry trends and ground-breaking innovations.

www.cebit.de/en/conferences-events/conference-event-program

SCALE11
Start-ups meet major multinationals. Creativity meets technical know-how. Under the umbrella of SCALE11 young entrepreneurs can meet experienced decision-makers, and lay the foundations for profitable partnerships.
Not to be missed: Highlights in 2017

discover d!conomy
Several outstanding CeBIT exhibitors will be using the special “discover d!conomy” platform to present their latest advances in digitalization. Our map of the site will guide you to these CeBIT highlights.
www.cebit.de/en/discover-dconomy

Digital Summits – Hall 8
Digital Summits will take place over four days. Each day is devoted to a specific keynote theme with lectures and workshops to illustrate the topic, offer solutions and provide opportunities for knowledge transfer and small group discussions of best practice.

Unmanned Systems & Solutions – open-air site in front of Hall 2, Hall 17
Experience the wide-ranging use of drones in the business world at the unique Drone Park staged by Intel and CeBIT. In the section dedicated to Unmanned Systems & Solutions visitors will find a fascinating exhibition, conference and demonstrations showing a wide range of practical applications.

Special presentation Digitalization live – Hall 5
In cooperation with our partners CeBIT has created an innovative form of participation which provides an interesting and complete demonstration of software applications across the entire value chain of the automobile industry.

Salesforce World Tour @ CeBIT 2017 – Hall 9
Discover how innovations can drive your business forward. Be inspired by live demonstrations and talks that explore new forms of networking with your clients.

Services and information

Opening hours
Monday, 20 March to Friday 24 March 2017. Daily from 9.00 a.m. to 6.00 p.m.

Information Center (IC)
Open daily from 9.00 a.m. to 6.00 p.m., the IC is a valuable source of information and support for visitors.

Guided Tours
Are you interested in taking part in a guided tour of the exhibition that highlights every key trend? If so, you can register for a tour at the information counter. This is also the starting point of each tour.
www.cebit.de/en/guidedtours

Exhibitor and product search
Plan your visit to CeBIT in advance. The exhibitor and product search function delivers all the latest information: www.cebit.de/en/exhibition/exhibitors-products/

CeBIT App
The perfect tool for planning your visit and making ticket reservations, the CeBIT APP contains the full lists of exhibitors, products and conferences and is available free of charge at the CeBIT App Station or via App Store/Play Store.

CeBIT News Service
The CeBIT News Service is an excellent source of information relating to CeBIT 2017 and the digital world.