

CEBIT 2018 in Figures.



Deutsche Messe

CEBIT®

Attracts stakeholders from the entire international digital scene

120,000
participants,
25% from outside
Germany.

Leads and networking
at the highest level



2,150
journalists
from 54 countries

Over
2,800
exhibitors,
51% from outside
Germany

93
represented
countries

Top 5:
Netherlands, Austria,
Poland, Japan,
UK

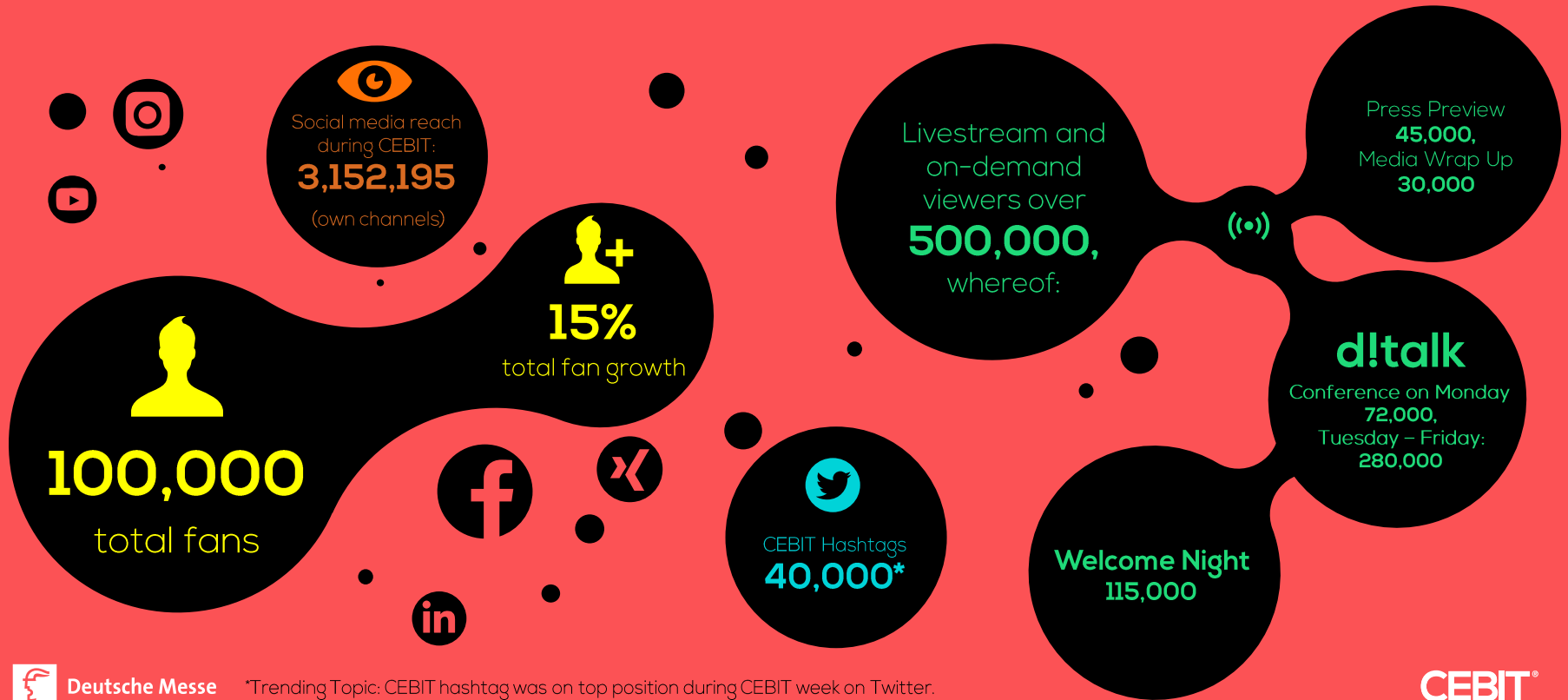



30,000
visitors
at ditalk

Over **1,275**
panels and
keynotes



All-time record: The Internet followed CEBIT 2018 more obsessively than ever



Unrivalled business opportunities

> 5 mill.

business meetings,
Ø 200,000€
investment budget



62%

Top decision-makers

More than 60% of the visitors have influence on purchasing decisions.



64%

CEBIT fans

More than every 2nd visitor plans to visit CEBIT 2019.



34%

CEBIT-only visitors

More than every 3rd visitor attended no other IT and digitization trade fairs.



Deutsche Messe

CEBIT®

All international digital decision-makers together in a single venue

Origin

EU countries

Asia

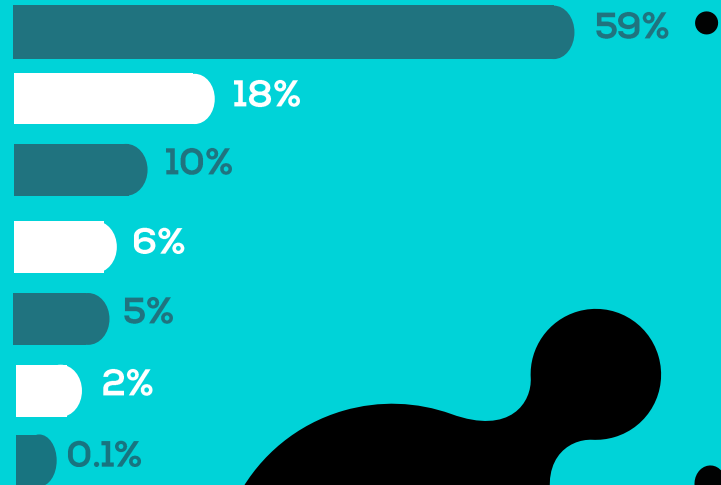
Other West European countries

America

Other East European countries

Africa

Australia/Oceania



All international digital decision-makers together in a single venue

Economic sectors



All international digital decision-makers together in a single venue

Responsibilities

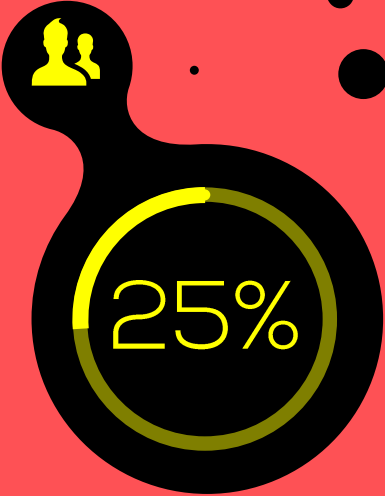


CEBIT is young and attracts more women



Young Professionals

More than two thirds of all visitors are younger than 40.



Woman Power

Every 4th visitor is female.



Technological trends at CEBIT 2018

Visitor analysis 2018:

● Important technological trends

● Technologies already in use



Internet of Things



Cyber Security



Artificial Intelligence



Cloud Computing



Future Mobility



Data analytics & management



AR/VR



Deutsche Messe

CEBIT®

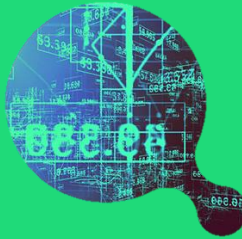
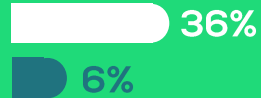
Technological trends at CEBIT 2018

Visitor analysis 2018:

- Important technological trends
- Technologies already in use



Smart City



Blockchain



Work 4.0



Mobile payments



Smart/Humanoide Robots



Chatbots

