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“Increasing the support for women entrepreneurs is crucial” says Lord Mayor at CeBIT

Giving the welcome address on behalf of the city of Sydney at CeBIT Australia 2018, the Lord Mayor of Sydney, Clover Moore, stressed the need to support women entrepreneurs, saying: *“Women in business are an underrepresented, yet amazing, resource for the entrepreneurship community; increasing support for women entrepreneurs is crucial”*.

The 2018 edition of CeBIT Australia (15th – 18th May, Sydney) marks the first time the European Commission has taken its *Business Beyond Borders* (BBB) matchmaking programme to the South Pacific and Oceania region.

Ahead of the event, the EU Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, Elżbieta Bieńkowska, [welcomed the BBB matchmaking sessions at CeBIT](#) as an opportunity for increasing business partnerships between European and Australian companies.

Joining the Lord Mayor of Sydney during CeBIT’s “The Future of Technology” keynote session were the Hon. Victor Dominello MP, Minister for Finance, Services and Property of the New South Wales Government; Yohan Ramasundara, President of the Australian Computer Society; and Harvey Stockbridge, Managing Director of Hannover Fairs Australia. Directly addressing the B2B/C2C/B2C opportunities at the CeBIT, Mr. Stockbridge encouraged *“all visitors and exhibitors to make use of the fantastic matchmaking platform provided for your business meetings”*.

Registered companies at CeBIT will now take part in the BBB matchmaking sessions at the EU Pavilion (Hall 3, stand i52) and in informal networking opportunities until the end of the trade fair. The BBB initiative will facilitate hundreds business meetings between European and international companies operating in the business technology and ICT industry.

Started in 2017, the EC-funded *Business Beyond Borders* seeks to help companies, especially small and medium enterprises (SMEs) and clusters, internationalise their business activities. Previous BBB events have acted as an accelerator for business deals and partnerships between companies in many different sectors, with participants stating that they had found “the right international business partner for their company’s current needs” through the services provided by this initiative.

The BBB event at CeBIT Australia is co-organised by the New South Wales Business Chamber and Deutsche Messe.

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Photos of the previous Business Beyond Borders (BBB) matchmaking event at FIDAE 2018 are now available at [BBB’s official Flickr account](#).

NOTES TO EDITORS:

Business Beyond Borders (BBB): BBB is a European Commission initiative to help EU businesses, especially Small and Medium Enterprises (SMEs) and Clusters, operate internationally with the ultimate goal of increasing economic growth within and outside Europe. A series of matchmaking events are being organised at HOST to bring together SMEs and representatives from relevant clusters, with potential trading partners from Europe and abroad with the aim of assisting businesses to access new international markets.

The Business Beyond Borders Consortium is represented by:

- **EUROCHAMBRES:** The Association of European Chambers of Commerce and Industry represents over 20 million businesses in Europe – 98% of which are SMEs – through members in 43 countries and a network of 1700 regional and local Chambers.
- **EMECA:** The European Major Exhibition Centres Association unites 22 leading exhibition venues in Europe. They provide businesses with an excellent infrastructure and outstanding information networks. The 22 EMECA Members organise and host 1,769 exhibitions a year, both in Europe and all over the globe, with more than 350,000 exhibitors and over 41,5 million visitors.
- **UFI:** The leading global association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations. UFI represents 700 member organisations in 83 countries around the world. Over 900 international trade fairs bear the UFI quality label.
- **LOWeurope:** A strategic communications consultancy based in Brussels, with a network of associates across Europe. LOW specialises in creating policy-rich events; managing complex programmes; PR and all types of marketing communications; and EU-related public affairs strategy.

CeBIT Australia: CeBIT is the one-stop shop for all of the latest business technology solutions in Australia and the wider Asia Pacific region. It brings together a community of business technology professionals keen to discover the latest cutting-edge technologies and services. CeBIT attracts buyers from enterprises, governmental bodies, SMEs and start-ups. The trade exhibition is a showcase platform for over 350 innovative organisations, and allows attendees to keep up with the latest insights and developments in business technology.

CeBIT offers unique benefits to its exhibitors and attendees, including: an IT show and a conference programme for professionals; talks by high-level speakers and forward-looking panel discussions; and product innovations from all over the world.