The new platform for internationalization

Business contacts around the world
The CeBIT International Business Area is the name of a new forum in Hall 6 that showcases internationalization trends and developments in the digital high-tech industry. As part of CeBIT Pro, the new platform will highlight the benefits of partnerships abroad and focus in particular on international locations for offshoring.

Cross-border business partnerships are no longer the preserve of multinational corporations, while outsourcing today does not refer simply to the relocation of jobs. Mutual value added and the use of shared resources are now also a realistic option for small and medium-sized companies (SMEs). The internationalization of IT services is a flourishing market – and offers new business models, worldwide prospects for growth and an increasingly global infrastructure for B2B collaboration.

The CeBIT International Business Area will discuss these trends from a global perspective and provide examples of best practice from all over the world. It will help the SME sector in particular to identify partners, establish resources abroad and explore new opportunities for growth through international business activities.

The CeBIT International Business Area –
The benefits at a glance
An opportunity for trade and investment promotion firms, cluster initiatives, associations and organizers of shared stands:
- Market development: Help your small or medium-sized company to establish a presence in new markets.
- Relocation strategy: Invite companies to invest in your country.
- Nation branding: Fly the flag for your location in a global marketplace.

An opportunity for service providers, consultancy firms and internationalization networks and platforms:
- Best practices: Present proven internationalization models.
- Networking: Successfully expand your international contacts.
- Demonstrations: Show how your platforms and services make internationalization work.
Participants at previous internationalization events at CeBIT

- Mahindra Satyam
- Infosys
- Stefanini
- Suyati
- Brasscom
- FIPA
- Basscom
- ITIDA
- ICE
- CBI
- Sipp o

CeBIT facts and figures

- 312,000 visitors from 110 countries
- 18,100 industry professionals with an interest in IT services and outsourcing
- 20 percent of industry professionals from outside Germany
- 7 million business contacts
- 72 percent of industry professionals involved in the decision-making process
- 500 CIOs from international corporate groups
- Annual investment volume of 50 billion euros
- 5,100 journalists and bloggers
- Media coverage reaches more than 20 billion people
- 130 business delegations from all over the world
Program

Tuesday, 5 March 2013
14:00 – 16:00
Global Infrastructure & Regional Development
What do regions need to make their SMEs grow? Case studies of international cooperation

Wednesday, 6 March 2013
Partner Country Poland Day
10:00 – 12:00 Poland – a european growth engine.
14:00 – 17:00 Cluster development – Poland's growth hubs - opportunities

Thursday, 7 March 2013
10:00 – 12:00 Export market Poland (Bitkom, GTAI) Development and Cooperation (1)
13:00 – 15:00 North Africa
15:00 – 17:00 Southeast Asia

Friday, 8 March 2013
Development and Cooperation (2)
11:00 – 13:00 Latin America
14:00 – 16:00 Small medium business: Sharing resources, entering new markets global platforms for collaboration and new entrepreneurship

Saturday, 9 March 2013
11:00 – 13:00
Developing resources: „We need skills, not education“ - Internationalisation as a challenge for education

Updated program information: www.ceb.de/en/iba
Development – cooperation
new chances through collaboration
Associations such as GIZ, CBI and SIPPO motivate companies from different target markets to become internationally active, through consulting, training and joint trade fair booths. This situation offers new opportunities for the companies in highly industrial countries as well. Offshoring is just one side of the issue; of rising importance is also having access to the market which, could be achieved by initiating projects with partners that already have market knowledge. Regional service providers become successful as “bridge builders” and specialize, for example, in the localization of knowledge products and applications for their regions.

Latin America
This event will present the cooperation opportunities possibilities. It will particularly focus on networking with companies from this region. It will be completed by a presentation from BITKOM together with the Latinamerikaverein e.V., which will focus especially on mobile commerce.

Program CeBIT IBA 2013, Hall 6
Friday 08.03.2013 11:00 – 13:00
■ Mobile Commerce in Latin America in Cooperation with Latinamerikaverein e.V., BITKOM
■ ICT Services from Latin America
■ IT as a resource for joint projects in the energy, environment, education sector

Contribute with your topic!
If you would like to participate as a business promotion agency, association or service provider and organize your own presentation
contact us:
info@localglobal.com or +49 711 400 429 19

Everyday:
60-minutes-events: „What apps in...“: regional and sectoral presentations/best practice examples
CeBIT International Business Area, Hall 6

Packages for participating in the CeBIT International Business Area

1. Partner package
   - Participation of one speaker on one or more conference days or organization of a dedicated forum session with a duration of at least two hours and a reception in the forum
   - Comprehensive coverage in media about the forum (Internet, blog, newsletter and an advertorial of at least four pages in the Global Business Magazine)
   - One-page advertisement in the Global Business Magazine
   - Visibility in the forum: Logo at the event venue, posters, banners, advertisements
   - Information about up to 30 member companies in the online and printed forum directories
   - Production of an online and printed cluster map
   - Information about all speakers in the Who’s Who guide
   - Cost: € 15,000

2. Participation package
   - Participation with one talk on a conference topic
   - Coverage in media about the forum (Internet, blog)
   - Newsletter and advertorial of at least one page in the Global Business Magazine
   - Half-page advertisement in the Global Business Magazine
   - Visibility in the forum: Logo at the event venue, posters
   - Information about up to five member companies in the online and printed forum directories
   - Production of an online and printed cluster map
   - Information about the speaker in the Who’s Who guide
   - Cost: € 5,000

3. SME Package
   - Brief presentation lasting 30 minutes in the forum program
   - Printed and online profile of 500 characters, logo, contact(s)
   - Speaker listed in the Who’s Who guide
   - Cost: € 900

CeBIT Global Business Magazine

This magazine contains the program for the CeBIT International Business Area. It has been following the internationalization of the ICT industry since 2010 and profiles international and regional activities at CeBIT. The CeBIT 2013 issue will include a special supplement by Germany Trade & Invest (GTAI) about Poland, next year’s Partner Country, and about European Union activities. The publication also includes profiles of participating companies, cluster maps and a Who’s Who guide to speakers who give talks in the CeBIT International Business Area. The CeBIT Global Business Magazine has a print run of 5,000 and is available throughout the trade show.

Register now: www.cebit.de/en/iba
# Booking Form

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**Send more information/Please call me**

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**Deutsche Messe**  
Hannover - Germany

**Partner:**  
local global GmbH  
Marienstraße 5  
70178 Stuttgart

**Mr. Hans Gäng**  
gaeng@localglobal.de  
Tel. +49 711 225588-30  
Fax +49 711 225588-11
Sponsorship Terms and Conditions for Deutsche Messe Events

1. General
By signing the offer, the Client acknowledges the Sponsorship Terms and Conditions. These Terms and Conditions apply exclusively. Any Terms and Conditions of the Client that are contrary to or inconsistent with these Terms and Conditions shall not be acknowledged, unless Deutsche Messe expressly agrees to do so.

2. Scope of Services
Deutsche Messe offers the Sponsor the opportunity to create a positive association between its company’s image, name, trademark, products, and services and the event or services being promoted. The individual services to be provided by Deutsche Messe are exhaustively listed in the offer.

3. Formation of a Contract
The contract between the Client and Deutsche Messe comes into being upon receipt by Deutsche Messe of the Client’s signed declaration of acceptance. Receipt of the declaration by Deutsche Messe is determinative with respect to compliance with the deadline for acceptance established in the offer (commitment period).

4. Sponsorship Fee, Payment Terms
The sponsorship fee referred to in the offer is binding and does not include VAT. Prior payment of the invoice amount in full is the prerequisite for the Client’s presentation as a sponsor. Deutsche Messe reserves the right to collect default interest starting on the due date if there is a payment default.

5. Obligations of the Sponsor
The data needed to provide the sponsorship services (e.g., logo, corporate profile, or announcement for the Internet and print media) must be received by Deutsche Messe no later than the specified deadline. If the Client fails to provide the necessary data in due time, Deutsche Messe shall not be obligated to perform the contract if the Client fails to comply by the expiration of the grace period. Data must be provided in the file format specified in the offer. If the data deviates from these specifications, Deutsche Messe shall be entitled to bill the Client for the additional processing costs. The entire invoice amount shall also be due in the event the data is not provided on time. Deutsche Messe will also charge the Client for any additional costs resulting from the delay. The Client bears responsibility for the content and legality of use of any pictures and texts provided for publication and for any files available by link. The use of third-party data requires the consent of the third party and it is deemed to have been obtained by the Client when any sponsoring packet is ordered. The Client agrees to indemnify Deutsche Messe against justified claims by third parties based on the infringement of any industrial property right or copyright.

6. Non-Exclusivity
The Client acknowledges that Deutsche Messe can also enter into sponsorship agreements with other advertisers with respect to organized events and services and that no claims of whatever kind against Deutsche Messe can result from such activity.

7. Liability
Beyond the provision of the required services, Deutsche Messe is not liable for the attainment of any additional communication goals pursued by the Sponsor in entering into this agreement. Damage and warranty claims are excluded to the extent the loss was not caused by willful intent or gross negligence on the part of Deutsche Messe or its representatives or agents. This exclusion does not apply if claims are based on bodily injury, loss of life, or impairment of health or on the violation of material contract obligations (cardinal obligations). Where the violation of cardinal obligations is due to simple negligence, liability is limited to typical, foreseeable contract damages.

8. Early Termination of the Agreement
The Client may not rescind or terminate the agreement. Deutsche Messe shall be entitled to terminate the agreement for good cause up to two months before the start of the event if holding the sponsored event or providing the sponsored services is not economically feasible because too few participants have registered by this date. In this case, any fees that have already been paid shall be refunded to the extent no quid pro quo has already been provided. Deutsche Messe shall also be entitled to terminate the agreement if invoices have not been paid even after a reminder has been issued and a reasonable grace period has been set, if insolvency proceedings against the Client’s assets have been petitioned for or opened, or if the Sponsor does not participate in the event as an exhibitor. In such cases, Deutsche Messe shall have a claim to the agreed-upon sponsorship fee. Any expenses saved shall be deducted.

9. Reservation of Rights Regarding the Presentation
Deutsche Messe reserves the right to refuse to publish themes or contents that are contrary to the legitimate interests of Deutsche Messe or that violate good morals and to terminate the agreement without a notice period.

10. Written Form, Statute of Limitations, Jurisdiction
The Client must make all claims against Deutsche Messe in writing. Such claims shall be time-barred within 12 months commencing with the expiration of the year in which the claims arose. Jurisdiction shall lie with the competent courts in Hannover. The agreement shall be subject to the laws of the Federal Republic of Germany.