

## Show Board Insists CeBIT On a Growth Trajectory

Written by Marco Attard  
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The show we love to hate says it is on a growth trajectory. Deutsche Messe AG managing board member Ernst Raue thanks CeBIT's increased efficiency (referring to their efforts to help exhibitors target customers even more precisely, creating new business).



Raue wants you to know a large number of market leaders have already confirmed their presence at the show. Some are even planning an increase in stand size. The market has been concerned in the past about CeBIT's dwindling ranks. CeBIT dropped from 6000+ exhibitors at its peak - 4157 took part this year, from 2009's 4300 and 5848 exhibitors in 2008. Yet these amounts still make CeBIT the largest IT gathering in Europe (OK, the world!).

This makes CeBIT a controversial topic which we best explored in [our last CeBIT write-up](#). The article attempts to clarify much of our emotional struggle over CeBIT (and emotion is a complex issue that industry tends to ignore as if business is not a series of emotions.)

What you should know about the next CeBIT: it will divide into 4 different platforms (CeBIT pro, CeBIT gov, CeBIT lab and CeBIT life).

"Work and Life with the Cloud" will be the theme, spreading through the show's four segments.

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Turkey is CeBIT 2011's partner country (and that's a country with great yet underestimated strengths in ICT). If you want to do business with Turkey (buy from a less expensive source or sell to one of Europe's massive and growing markets), that's probably reason enough to go to CeBIT.

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