

# A U S T R A L I A N Business & i.t. EXPO

## *Australian Business & IT Expo - Press Release - 2008*

The face of contemporary business changes so rapidly these days that it can be difficult to find the best solutions for your unique set of issues.

Technology, established and new, presents business owners with enormous challenges in sorting through the many deciding factors including relevance, priority and cost.

The 2008 Australian Business and IT Expo (ABITE) held on 16 - 18 August, 2008, at the Melbourne Exhibition Centre, Southbank, will be the single largest gathering of business owners, managers, entrepreneurs and IT professionals in Victoria.

The Expo will be officially opened by the Hon. Dr Craig Emerson, Federal Minister for Small Business, Independent Contractors, and the Service Economy.

Visitors will have access to a host of business development solutions to help them get the best value out of their daily operations and be able to make informed decisions on areas such as marketing, management and information technology.

The spectrum of business services will be well represented at ABITE in the areas of Business Software, Marketing, Internet Providers & Web Technology, E-commerce, Advertising, Networking Groups, Internet & Network Security, Finance, Government Services, and Business Opportunities, among others.

Choose from seminars and workshops including author Carolyn Stafford's Marketing Debunked, Melbourne IT's Gideon Culican with Achieve Online Business Success (Warning: Jargon Free), and grow and manage your business effectively with tips from international speaker and Australian ironman triathlete Glenn Dobson.

The organiser of the Expo, Mr John Gannan, explains "The expo serves not only as a place for business owners and managers to find tools for business growth, but also as a fantastic networking opportunity." A dozen Speed Networking for Business Professionals sessions will occur over the three days, opening doors to new relationships for all who participate.

The Australian Business & IT Expo is a key event of the Victorian Government's Energise Enterprise Festival 2008.

Hardworking visitors are entitled to enter the draw to win a well deserved "relax and unwind" hamper, comprising \$10,000 worth of gourmet food, fine wine, books and accommodation vouchers, and featuring a sailing experience in the Whitsundays.

For more information, visit [www.abite.com.au](http://www.abite.com.au). Visitors need not register. Tickets are available at the door for \$10 each. Open 10am to 5pm daily.

*Note for publishers: For more information contact JPG Media Pty Ltd on 1300 781 980 or email [info@jpgmedia.com.au](mailto:info@jpgmedia.com.au)*