

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.

"I.T. and communications are the cornerstone of just about every business operating in Australia", Expo organiser John Gannan said. "If they aren't chosen and implemented with good advice and support, it can slow down business growth and impact on the bottom line".

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. Visitors will also be able to talk to user groups such as Joomla and the Australian Computer Society.

Speak face to face with one of the many exhibitors about a range of solutions for your business. The diversity of the business world will be represented among a number of quality exhibitors including Cisco Systems, Vodafone and Salesforce Business Solutions.

Choose from over 70 seminar sessions on technology risks, marketing, management and business finance. Key information technology seminars include Melbourne IT's Gideon Culican presenting Achieve Online Business Success (Warning: Jargon Free).

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. 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