

Press Release

October 2010

BITS – a CeBIT Event (10 – 12 May 2011 in Porto Alegre, Brazil):

BITS aims to become the leading IT show in South America

- Premiere in May 2011: new trade show for information and telecommunications technology in the booming South American market
- Federal Ministry for Economic Affairs and BITKOM have pledged their support – group presentation will create an optimum showcase for German companies

Hannover/Porto Alegre. By 2015 all of Brazil will have access to broadband communication. This ambitious goal has been laid down by the Brazilian Government in its “National Plan for Broadband Internet PNBL”. By the end of this year 14 million people in around 100 cities and municipalities will have access to high-speed Internet. These efforts testify to the dynamism of the Brazilian IT and telecoms industry and set an example for other South American countries. It is no coincidence that experts are predicting that the Latin American ICT market will grow by an annual 4.3% between now and 2016. As from 2011 this booming economic region will have its own dedicated trade show: the new BITS (Business IT South America) will make its debut at the FIERGS Exhibition & Convention Centre in Porto Alegre from 10 to 12 May 2011.

BITS will be the ideal stepping stone to the growing South American ICT market. The organizers, Deutsche Messe Hannover and its partner the Center of Industries of the State of Rio Grande do Sul (CIERGS), will offer a broad spectrum of support services, ranging from travel arrangements to customs clearance. A further highlight will be the German group presentation at the show. The Federal Ministry for Economic Affairs

(BMW) and the industry association BITKOM have pledged their support to BITS.

As a CeBIT Event, BITS will comprise an exhibition and a supporting programme of seminars, forums and matchmaking initiatives targeted at the Brazilian and the other Latin American ICT markets. The line-up of exhibit categories at BITS will include Business IT and ICT Infrastructure, B2B Communications, Banking and Finance, and the Public Sector. The Exhibition Centre boasts a “New Business Generation Area”, which will serve as a central communication forum.

“Our aim is to develop BITS and make it the leading event for business IT and telecommunications in South America,” predicts a confident Dr. Andreas Gruchow, the board member of Deutsche Messe AG responsible for foreign trade fairs. This optimism has been bolstered by the positive response from major market players and the strong support given by local associations and institutions such as the Center of Industries of the State of Rio Grande do Sul (CIERGS) and Federation of Industries of the State of Rio Grande do Sul (FIERGS). These two organisations represent approximately 41,000 enterprises with total workforce of 600,000. The two IT industry associations SOFTEX and SOFTSUL are also actively involved.

A further advantage is the excellent location of BITS. Porto Alegre is the capital of the Brazilian state of Rio Grande do Sul and is situated at the heart of Mercosur, South America’s common market. Rio Grande do Sul accounts for 20% of Brazil's gross domestic product, equivalent to US \$100 billion (2008). Four technology clusters are located in the region – three in Porto Alegre and one close to São Leopoldo, where companies such as Altus, Dell, HP, Microsoft, SAP and Siemens have representative offices.

Further information is available at: www.bitsouthamerica.com.

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