

## CeBIT Announces 2011 Concept

Written by Bob Snyder  
26 April 2010

---



More than 4150 companies from 68 countries exhibited at CeBIT 2010 and average daily attendance at the show was up 3% year on year. The trade visitor ratio remained unchanged at more than 80%.

**CeBIT's enhanced event concept for 2011 revolves around four user-centric pillars:**

- **CeBIT pro** will address professional users
- **CeBIT gov** will target government and the public sector
- **CeBIT lab** will be home to international research institutions and universities
- **CeBIT life** will cater to prosumers and the techno-savvy consumer.

Next CeBIT is March 1-5. Yes, that would be in Hannover.

Go [Bob's Byte on CeBIT 2010: Last Man Standing](#)