

California as First State to Partner at CeBIT

Written by Bob Snyder
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For First Time, a U.S. State Will Be Partner at CeBIT



The Muscle Man of Hollywood meets the Muscle Show in IT: CeBIT signs a deal with Governor Arnold Schwarzenegger so California will become the first state to be an official partner of CeBIT.

Normally CeBIT chooses a Partner Country each year: India, France, Italy, as an example. It's no secret that CeBIT is working hard to unlock the secret of how to bring CeBIT back to its peak of attraction.

In Berlin, the show management turned to appliances, white goods. Not that should really get us all going.

In Hannover, organizers were smart enough to realize at least one thing they needed: innovation. You can almost imagine the scene, high in the Deutsche Messe tower, as CeBIT

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managers are crowded around a table.

"What's missing?," demands the Deutsche Messe management.

And some bright spark raises his hand and says, "Well, excuse me, Sir. But we are not very exciting. Sure we have 6000 exhibitors but no one is interested in hardware these days, the software crowd is such a yawn, and the gaming pavilion we tried only brought in that Dresden crowd wearing leather and Grateful Dead."

"Well, what are we going to do about it?"

"Sir, can I suggest the most interesting place for technology is California? Maybe we could get them to visit?"

"Excellent idea. California, isn't that the world's 7th largest economy? Let's make them a Partner country. Yes, that's right. Call Latvia and tell them this isn't Eurovision and they are now OFF the schedule."

OK, so maybe it didn't happen exactly like that. But, god bless them, they figured it out: you need exciting new technology to make a CeBIT. If you don't have it, you go out and get it.

CeBIT knows Silicon Valley is exciting and by offering California State the opportunity, it will bring in lots of more exciting companies.

Just watch this video of Schwarzenegger with the logo of CeBIT behind him. It is already more exciting than adding a hall for washing machines and Senseo makers.

Watch [The Terminator become the Initiator](#)