

## Welcome to the Official Australian Delegation to CES2025 Inbox x

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Congratulations on being selected to join the **Official Australian Delegation** to CES 2025! We look forward to hosting you as part of the Australian Trade Mission to the biggest tech meet up event, happening in Las Vegas from **January 6th to 12th, 2025**.

### Reasons to be excited:

#### 1. Discover New Opportunities for Collaboration.

CES offers unparalleled access to the worlds most influential innovators and industry leaders from across the globe, including Google, Microsoft, Meta and NVIDIA.

#### 2. Embrace Serendipity.

With an audience of over 100,000 tech enthusiasts, investors and media, CES is full of potential for meaningful conversations and exciting collaborations. At CES 2017, following a chance meeting with Indiegogo executives, I was able to leverage our product idea into a **\$2.5 million crowdfunding campaign** in just 12 weeks. You can read more about that journey [here](#).

#### 3. Be Inspired by Industry Titans.

Hear firsthand from visionary leaders like **Jensen Huang (CEO, NVIDIA)** and **Julie Sweet (CEO, Accenture)**, who will share insights into the future of technology and business transformation.

#### 4. It's Vegas – and It's Tax-Deductible!

The ultimate win/win! Businesses can claim a full deduction for the cost of attending seminars, conferences, or training courses to maintain or increase the knowledge, capabilities or skills you need to earn your income.