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## **KB Conferences Announces Theme For OSSPAC Australia 2010**

**OSSPAC Australia 2010 will give CIOs, IT Managers, and Businesses across Southern Asia an easy way to get a first hand look at the tools, tactics, and strategies that will let them reduce costs, improve effectiveness, and increase profits through Open Source Software.**

February 11, 2010 – KB Conferences today unveiled the theme for OSSPAC Australia 2010, the first Open Source conference in the region to truly give IT Managers and Businesses an easy way to experience firsthand the wide range of Open Source Software tools and technologies available today. This year's theme will be:

### **Open Source and the Enterprise: Finding Focus in Turbulent Times**

“The upheavals in the global economy have caused organizations of all sizes to consider new approaches to solving their IT needs,” said Kent Barnard, OSSPAC Executive Director. “We want to make sure managers from all kinds of businesses and government agencies have a chance to take a look at the amazing spectrum of solutions that Open Source offers.”

As governments and financial markets wrestle with the challenges of promoting global economic growth, businesses face the practical, everyday task of finding new customers and servicing existing ones. The rise of Social Media, coupled with the introduction of powerful mobile devices, demonstrates the vitality of the marketplace even during difficult times.

Finding ways to leverage these and other emerging technologies -- and staying current with the flood of developments happening all across the world – is a never-ending task. Particularly within the context of a business that needs to evaluate all options to ensure they offer practical, proven, and cost-effective solutions.

“Across the board in terms of reliability, flexibility, and price, it's clear that Open Source can play a critical role in helping corporations increase profits and reduce costs,” said Jack Turk, OSSPAC Technology and Marketing Director, “That's the key message we want to get out.”

OSSPAC Australia's primary objective is business applications for Open Source and high level enterprise architecture in the corporate environment. Enterprise architecture companies that produce Open Source software and services, and companies that want to use or are thinking of using Open Source software in their corporate environment or government agency should attend.

OSSPAC will be held in the SMC in Sydney, Australia, from September 13 to 15, 2010. For more information about OSSPAC Australia 2010, go to the website at: <http://www.osspace.com>.