

Digital Germany: How can we connect to innovate?

Date: Monday, April 23, 2018, 3:00 – 4:30 pm

Venue: Hall 27, Global Business & Markets, Business Forum 1

Germany's renowned *Mittelstand* of small and medium-sized enterprises with its hidden champions is the engine of the German economy. But they are not always on top of the game when it comes to digitalization and new advances such as Industrie 4.0. Collaborations between start-ups and SMEs or corporations can be mutually beneficial. Established companies often have specialized know-how that can be advantageous for start-ups, whereas the *Mittelstand* and corporates can enter a direct dialogue with digital experts to develop new solutions together for specific challenges. But how does this collaboration work in practice? Is Germany still the place to be when it comes to business opportunities? What are the pitfalls of "old" and "new" working together? And how best to avoid the potential clash of cultures between the two?

Agenda

Host: **Josefina Nungesser**, Director Trend & Innovationscouting, Germany Trade & Invest (GTAI)

2:30 pm Registration

3:00 pm Welcome

Dr. Jürgen Friedrich

Chairman/CEO, Germany Trade & Invest (GTAI)

3:10 pm Panel Discussion

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Panel participants:

Lorenz Hartung

Co-Founder and CEO, TechFounders

Dirk Heitmann

Chief Digital Officer IBM DACH, IBM Deutschland GmbH

Marian Kost

Chief Sales Officer, Disruptive Technologies

Björn Schuster

Business Development, N+P Informationssysteme GmbH

4:10 pm Q&As

4:30 pm Event conclusion

Presentation language: English.

Attendance free of charge to HANNOVER MESSE ticket holders. Registration required online.