



StartupCon 2019
Part of the DIGITAL X 2019 this year.

Cologne, August 2019. On the 29th and 30th of October 2019, the time as finally come: The StartupCon enters the sixth round! Germany's largest startup trade fair and conference is part of the DIGITAL X 2019 this year for the first time and will take place on two consecutive days at the Koelnmesse with an expected amount of 20,000 visitors. Participants can benefit from a very impressive program, with international top speakers such as Sir Richard Branson and exhibitors from all over the world.

Together with the Digital X, the StartupCon pursues a goal: to promote digitalization in Germany. This works best, if all protagonists – startup scene, medium-sized businesses, large companies and politics – join together.

The core competencies of the StartupCon include the fair, the conference and the Startup-Award-Program known from previous years. The latter is even more diverse this year: As in the previous years, there will be the Chem Startup 2019 Award, Tech Startup 2019 Award, and Female Startup 2019 Award. The food award will be extended by the Health & Nutrition Startup 2019 Award. Brand new and in cooperation with the Innovation World Cup Series is the Logistics and Mobility Startup 2019 Award. The respective award partners with internationally renowned brands such as **Würth, Tectrion, Wacker, Henkel, Siemens, Yncoris, Covestro and Lanxess** are particularly interested in the search for new technologies and products. National and international startups can apply until the 10th of September.

The motto of 2019 is to **expand digitalization, innovation and networks**. "Those not participating, lose 100% new network! Every year we strive to create something new and special. Our aim is to surprise the founders with an outstanding program. To our loyal visitors, we offer incredible innovations for their startups" – stated by Ralf Bruestle the Co-Founder of StartupCon.

The special feature of this year is that the StartupCon 2019 is part of Europe's leading digitization initiative at the decision maker level of the DIGITAL X 2019. Here, visitors benefit from the power of both events and can already look forward to outstanding speakers, such as **Sir Richard Branson, Tim Berners-Lee, Jimmy Wales** and many more.

"Digital transformations are the key success for small and large companies" says the patron of DIGITAL X and Managing Director Business Customers of Telekom Deutschland Hagen Rickmann. "The growing DIGITAL X initiative indicates how immense the need is not only for information. What is needed is a lively platform, that

connects all players together. Hence, we are delighted that this year's StartupCon will be part of the DIGITAL X.

All those who want to continue working on their digital topics until late in the evening will have plenty of opportunity to do so on October 29th. The "Cologne Night" entices with an exciting program along the Aachener street. There, various bars and clubs with various discussion topics are inviting.

The StartupCon gives founders an important and far-reaching 360-degree overview of the startup ecosystem. All participants – whether at the very beginning of the startup start-ups, big business players or investors, will join a gigantic network meeting. At informative **workshops, pitches** or at the **OpenMicStage**, industry giants meet ideas. They exchange ideas and benefit from each other and from each other. The innovative Summit provides important insights into the startup scene: the event brings together what belongs together.

Please contact Ralf Bruestle if you have any questions:

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About the StartupCon

The annual StartupCon in Cologne is one of Europe's top events for startups. Launched in 2014, the event has become the place-to-be of the founding scene over the past five years. With continuous growth, the internationally renowned industry event makes an outstanding contribution to strengthening the start-up scene in Germany. In addition, StartupExpo has been in existence since 2015: hundreds of exhibitors provide insights into new developments and technologies and discuss promising start-up topics, strategies and partnerships with the participants.