

CEBIT 2018 – invitation to the state presentation by Saxony-Anhalt

08.06.2018

The **Investment and Marketing Corporation Saxony-Anhalt** will be attending the new CEBIT in Hanover with a new concept. The CEBIT, Europe's business festival for innovation and digitisation is to be based on a presentation of the digital transformation on the four platforms of d!conomy, d!tec, d!talk and d!campus. **State Secretary Thomas Wünsch** will be visiting the CEBIT on Thursday 14 June from 10.00 am onwards.

"We have decided on a young and modern presentation for our federal state and adapted our concept to the festival character of the new CEBIT – focusing less on a sales-based trade fair and more on a competitive exhibition," explained IMG director **Thomas Einsfelder**. At the heart of the presentations are three topics. Einsfelder: "We will be actively promoting the location factors that speak in favour of Saxony-Anhalt as a location for the IT industry: with almost 16,000 employees in more than 350 businesses and an annual turnover of more than 2.2 billion Euros, in 2017, the IT industry in Saxony-Anhalt continued to expand. Together with strong partners such as the Investforum Startup-Service, the Startup project "Embalance", the companies 3DQR GmbH and CurrentSystem 23 GmbH, we want to flag up our services and the funding options that we offer to start-ups. We also want to inform talented young people in the IT sector about opportunities for training and career, available in Saxony-Anhalt.

At the "FORSCHUNG FÜR DIE ZUKUNFT" (Research for the future) stand for the universities in the federal state, situated directly opposite in hall 27, booth G78, Martin Luther University Halle-Wittenberg, Harz University of Applied Sciences Research – Technology Transfer Centre (FTTZ) the Technology Transfer Centre of Otto von Guericke University Magdeburg and Harz University of Applied Sciences will all be represented.

In addition to the presentation by the federal state itself, this year, several companies from Saxony-Anhalt will also be attending the CEBIT as exhibitors. That includes brain SCC GmbH, at the shared "Databund" booth (hall 14, booth J 38) as well as the Fraunhofer Institute for Factory Operation and Automation (IFF), at the main stand for the Fraunhofer Institute in hall 27, booth E 78 and presenting HawkSpex Mobile, an app that allows the cameras on standard smartphones to become an adapted content camera.

For detailed information on the CEBIT 2018 and the ICT sector in Saxony-Anhalt, visit: www.invest-in-saxony-anhalt.com/cebit-2018

Your contact partner for media enquiries:

Frauke Flenker-Manthey
Tel.: +49 391 568 99 71
flenker-manthey@img-sachsen-anhalt.de

Background: The new CEBIT

CEBIT 2018 – Business, Leads and Ideas. The mix of a trade fair, conference and networking event intends to enable a 360 degree view of the digitalisation of companies, the world of administration and our society. At the d!conomy platform, IT professionals and decision-makers from businesses, the public sector and retail will find out what is necessary for the digitisation of the worlds of business and administration. At the d!tec format, everything will revolve around developers. Start-ups will highlight disruptive business models and researchers will present the technologies of tomorrow and the future. At the d!talk conference platforms, visionaries, lateral thinkers, creative professionals and experts from all over the world will meet and talk. At the heart of the CEBIT is the d!campus, with space for networking in a lounge atmosphere, featuring street food and live music.

The CEBIT 2018 starts on Monday 11 June with a conference and media day, while the exhibition itself starts on Tuesday 12 June.

www.cebit.de

OUR WEBSITE USES COOKIES

Our website uses cookies to provide our services to you. Third party cookies are also used. By giving your approval, you agree that we may use cookies. You can change the cookie settings at any time. jederzeit ändern.

08.06.2018

◀ previous article

Required Cookies	These cookies are required for the basic functions of the website. Therefore, you cannot deactivate them. No personal data is collected or stored.
Functional Cookies	These cookies allow us to analyze the website usage so that we can measure and improve its performance. No personal data is collected or stored.

 next article ▶