

Wanted! New Solutions for the Transition to Sustainable Energy

CODE_n13 Contest draws international innovators to CeBIT once again

August 28, 2012. Stuttgart – The CODE_n contest is moving into a new round. Under the motto “Smart Solutions for Global Challenges,” this year’s contest will focus on IT-based concepts for sustainable energy supply and usage. Initiator Ulrich Dietz, who started the contest last year, is again calling on young entrepreneurs from all over the world to submit their business models. “We need fresh air in the debate. The best thing that can happen to us is a storm of ideas.” The 50 best solutions will all be presented at the CeBIT exhibition in Hanover, Germany, in March of 2013. A top-rate jury will reward the winners. Cash prizes totaling up to €30,000 will be awarded. CODE_n is sponsored by GFT Technologies AG, Ernst & Young GmbH and the Deutsche Messe AG.

All companies that have completed at least one business transaction and were founded in or after 2006 are eligible to participate. Companies can register online at www.code-n.org. The deadline for submissions is November 18, 2012.

“The transition towards alternative energies is a colossal issue for all of us. Political debate is at risk of becoming stifled due to petty wrangling over hurdles, regulations and costs. We need innovative approaches – fast – and that can only happen through intense cooperation between young businesses and industry. In that vein, it’s important that we motivate the young generation to tackle these challenges head-on,” comments GFT founder and Chairman of the Board, Ulrich Dietz, on this year’s topic. By participating in CODE_n, startups get access to financial investors and established companies that could become advisers and partners in the implementation of innovative concepts.

Green solutions is one of the most crucial international growth areas of the 21st century. The focus on contributions to ecological, economic and social sustainability is a central issue. The business ideas CODE_n is looking for can be varied, dealing with issues like the intelligent distribution of energy thanks to smart grids, cleantech approaches to maximizing efficiency, or electro-mobility as an example of alternative energy concepts; the scope of related topics also includes modern management concepts for electricity supply in cities and buildings. Whether products, services or methods, everything counts as long as it serves to optimize energy usage. “There are no limitations on creativity,” says Dietz. “The applicants just have to convince the jury that they can make a valuable contribution to the transition to sustainable energy.”

CODE_n is the only platform worldwide that brings together international startups and industry players in the same place for an entire week. New ideas originate in environments where people from different disciplines join forces – CODE_n is one such place.

In addition to GFT, auditing and consulting company Ernst & Young as well as CeBIT organizer Deutsche Messe will be involved in CODE_n. Gerhard Müller, partner at Ernst & Young, sees CODE_n on the right path: "Startups and innovative companies need support in order to establish themselves successfully on the market. We've shown how this can look with an impressive first year at CODE_n. We want to build on this success. With our focus on IT and energy, we are taking an exciting path towards this goal and raising the CODE_n profile to gain further national and international recognition."

CeBIT Senior Vice-President Frank Pörschmann promises yet another inspiring atmosphere at the world's most important event for the digital industry. "CeBIT promotes creative startups and gives CODE_n innovations the chance to be experienced on a unique worldwide level. It gives young founders who can't wait to share their business ideas a chance to meet with established businessmen and investors in Hanover, Germany. As such, CeBIT creates the necessary conditions for quickly and purposefully unfolding the innovative capacity of the industry. We are looking forward to the numerous exceptional entries and exciting presentations at CeBIT 2013."

About CODE_n:

CODE_n is an international initiative for digital pioneers, innovators and ground-breaking startups. Initiated in 2011 by GFT Technologies, the goal of this network is to support outstanding business talents and their exceptional business ideas, provide them with a platform for dialog, and therefore stimulate innovation in the field. CODE_n stands for "Code of the New," the DNA of innovation. The initiative is sponsored by Ernst & Young and Deutsche Messe.

In 2013, CODE_n will grant the CODE_n Award for the second time, this year under the motto "Smart Solutions for Global Challenges" with a focus on IT-based concepts for sustainable energy supply and usage. Last year, more than 400 participants from 42 countries applied. For further information visit: www.code-n.org.

Contact:

GFT Innovations GmbH
Andrea Wlcek, Managing Director
Filderhauptstraße 142
70599 Stuttgart
Germany
T +49 711 62042-0
presse@gft.com