

## **new.New Festival 2018: Breaking new ground. Collaborations as a driving force for innovation**

- 50 start-ups compete for €30,000 of prize money in the CODE\_n CONTEST
- Renowned companies such as Daimler AG and GFT Technologies SE support Festival as official partners
- Artificial intelligence as the framework for a programme focussing on technology, society, business and science

**Stuttgart, 8 October 2018** – 50 start-ups, €30,000 of prize money – young companies have the opportunity to present their innovative business models to a judging panel of experts in the CODE\_n CONTEST. The participants come from countries such as Brazil, South Africa, the USA or Germany, and some of the topics covered are “Cross-Industry & Business”, “Software, Logistics & Automotive” and “Security & HR”.

The start-up competition is being held as part of the new.New Festival 2018, taking place from 8 to 10 October, where everything revolves around “Intelligence X.0” and the opportunities presented by digital transformation. The three-day long tech event in the Hanns-Martin-Schleyer Hall in Stuttgart also offers the participating start-ups and established companies with differing networking formats the opportunity to strike up conversations with each other.

“Discussion between the start-ups, renowned brands and representatives from the worlds of politics and research is essential in the development of new business models and innovations. After all, the opportunities offered by digital transformation are best seized jointly”, explains Ulrich Dietz, Chairman of CODE-n. With the slogan “Breaking new ground. Collaborations as a driving force for innovations”, Ulrich Dietz and Moritz Gräter, Managing Director of CODE\_n, open the Innovation Festival with a press conference.

### **Baden-Württemberg is an attractive venue for the development of innovations**

Many strong partner companies support the Festival. Daimler AG, for its part, is focussing on strengthening Baden-Württemberg as an IT hub and has its Lab1886 incubator, its subsidiary Daimler Financial Services, its “Global Talent Scouting” team, Future Transportation @ Mercedes-Benz Vans and the “Pioneering by Daimler” research department in the same city as the tech event. By promoting innovations, it hopes that the federal state will continue to be attractive to young talents and company founders. “We are thrilled to be part of the new.New Festival. It is the perfect platform for Daimler and Lab1886 as an innovative employer. We hope to discover new talents, gather stimulus and ideas and exchange ideas with pioneers in the tech scene here. After all, innovations are also created here in Stuttgart, the birthplace of the car, not just in the well-known hotspots, like Berlin or Silicon Valley. We regard the Festival as the most important innovation event in Southern Germany”, explains Susanne Hahn, Head of Lab1886 Global at Daimler AG.

GFT Technologies SE (GFT) is also an official partner. For some time, the technology company has been assisting financial institutes with their digital transformation and it is now increasingly expanding its range of solutions for industrial customers. “We will use our expertise in new technologies such as artificial intelligence and blockchain to open up new business fields. The

CODE\_n new.New Festival is therefore the perfect platform for us to showcase our innovative solutions to industrial SMEs for the first time”, explains Marika Lulay, CEO of GFT.

The state of Baden-Württemberg is also a major partner for the event. Minister for the Economy, Dr Nicole Hoffmeister-Kraut, confirms this, saying: “The Festival positions Baden-Württemberg as a significant driver of innovations. Our “Start-up BW” network promotes discussion between up-and-coming companies and resident partners. The new.New Festival offers us the possibility of showcasing the massive potential within our state to an international audience.”

### **Festival highlights at a glance:**

- Top 50 start-up presentations on Monday 8/10/2018
- Top 10 start-up pitches on Tuesday 9/10/2018
- CODE\_n Award Show on Tuesday 9/10/2018
- Innovation at first hand: 130 start-ups, 80 partners from the world of business, research, politics, art and education, and various workshops and interactive formats
- Conference agenda: Over 200 speakers from more than 20 countries (lectures, talks, panel discussions) on five stages – with the highlight: CODE\_n Award Show, presented by DanRam
- Music highlights: Newcomer duo Fear Josie, indie electro band Eau Rouge, DJ Sumo
- Art exhibition by karlsruhe.digital with exhibits from the Karlsruhe ZKM (Centre for Art and Media) “Open Codes” exhibition
- Meditation sessions on all festival days
- After-show partner in the BOA Cult Club in Stuttgart

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### **About CODE\_n**

CODE\_n is a cross-industry innovation hub for entrepreneurs, ambitious start-ups and established companies. The key elements are the CODE\_n SPACES campus, regular event and workshop formats, the international start-up competition, the new.New Festival and a wide range of innovation services – all supported by an international network of digital pioneers from business, science, culture and the media.

The focus is placed squarely on promoting new, sustainable digital business models. CODE\_n's aim is to create awareness of the opportunities of digital transformation and to drive forward cultural change. The boundaries of traditional thinking are broken down within the network to create enthusiasm for enterprises and entrepreneurship. CODE\_n stands for “Code of the New” – the DNA of innovation.

[www.code-n.org](http://www.code-n.org)  
[www.newnewfestival.com](http://www.newnewfestival.com)