

## Digital Innovations in trending Global Industries

### GFT initiates CODE\_n new.New Festival at the ZKM in Karlsruhe

- CODE\_n to connect the digital world to business, science, and technology at the innovation festival to be held from September 20-22, 2016
- The city of Karlsruhe is set to become a hot spot for digital pioneers and innovative mavericks under the motto of “Unveiling Digital Disruption”
- Leading companies such as TRUMPF and Accenture joining the Federal Ministry for Education and Research as the festival’s first partners
- Federal minister Johanna Wanka takes on patronage of the festival

**Stuttgart, February 16, 2016 – Everything stays new! With the CODE\_n new.New Festival, GFT Technologies SE is initiating a new event that will provide tangible evidence of the digital transformation in trending modern-day industries. Building on four successful years at CeBIT in Hanover, the thinking behind the event is to pull together new and time-proven elements. The innovation festival will be held at the Center for Art and Media in Karlsruhe (ZKM) from September 20-22. The international event will present groundbreaking technologies and allow key players from business, science, and the creative industries to forge networks. Progressive business models from the financial and manufacturing industries as well as carmakers and transportation will be presented in clusters focusing on digital topics. The global CODE\_n CONTEST will remain a central component of the event. The official application period for the startup competition will kick off in March. Early bird festival tickets will go up for sale in the summer.**

1,500 startups from 60 countries have applied for the contest over the past four years, with 200 finalists presenting their business models to 150,000 visitors – quite an impressive summation of past CODE\_n events. “The premise ‘Code of the New’ reflects our continued aspiration to establish an innovation network that will keep developing,” states Ulrich Dietz, CODE\_n initiator and CEO of GFT Technologies SE.

#### **Innovation festival acts as a center for inspiration and exchange**

“For three days, CODE\_n will bring together select pioneers, digital visionaries, innovation teams from established companies, scientists, and of course inquisitive visitors. This really lets ‘the new’ come to life and take on its own momentum,” Dietz states. Visitors of the CODE\_n new.New festival can expect an extensive conference program held on three separate stages. Renowned speakers will provide the highlights that are sure to turn the innovation arena into a marketplace for inspiration and exchange. The event will showcase captivating business models, a digital media setting, and an awe-inspiring evening program. These interactions will virtually breathe life into specific core topics related to digital transformation (such as photonics and FinTechs). Further innovation activities will run in parallel in Karlsruhe, outside of the ZKM. “You have to think outside the box in order to broaden your horizons. Changing perspective is a key success factor for companies,” states Dietz.

#### **Innovation contest**

Startups from the financial industry, manufacturing, the automotive sector, and transportation are welcome to apply to the CODE\_n16 CONTEST, which will be held under the motto of “Unveiling Digital Disruption.” Applications will be accepted as of **March 8, 2016**. After the jury of experts has

selected the top candidates, 50 international startups will have the opportunity to present their innovative business models over the course of the new.New Festival – the winner of the contest will go home with the coveted CODE\_n16 Award, a prize worth €30,000.

### **Festival partners**

High-profile companies that are already in the midst of their own digital transformation can provide exclusive insights into how this works in industry by acting as CODE\_n partners. TRUMPF, Accenture, and the Federal Ministry for Education and Research have been on board as partners since the very beginning. German Federal Minister Johanna Wanka acts as patron for the new.New Festival. The initiative's "global partners" will also sponsor specific topics at the CODE\_n16 CONTEST. This will make it easy to seek out and present specific innovations to the direct benefit of visitors.

"To master the increasing complexity of manufacturing modern products, we have to focus more on tapping into know-how across the board and merging it with detailed, individual expertise. Central to success is our ability to remain open-minded as we expand our network in the world of industrial laser technology. We see ourselves as a reliable partner in this network, one which safeguards innovative, industry-ready solutions and seeks sources of inspiration from outside. And this is precisely what the CODE\_n ecosystem offers us," states Dr Peter Leibinger, Vice-Chairman of the Managing Board at [TRUMPF GmbH & Co KG](#).

"Big companies' capacity to innovate is strongly affected by their work with startups and this is becoming all the more important – companies have so much to gain if they can open up to the innovative ideas of young entrepreneurs. CODE\_n is the ideal platform for pooling the ideas generated by startups with the power of traditional industry. If companies can develop effective Web-based service models that revolve around intelligent products, they have every opportunity to remain on the end of the digital 'umbilical cord' of customers – and tap into enormous growth potential," states Frank Riemensperger, Country Managing Director of [Accenture Germany](#).

### **Concept brings together digital technology, business, and science**

"The ZKM is a unique cultural institution the world over. It expands on ordinary museum activities in that it unites the arts over space and time. It's ideal for the innovation festival since, strictly speaking, we represent digital artistry so in a broader sense we represent the greater digital world," states Prof. Dr. Peter Weibel, chairman of the [ZKM](#). The museum has five illuminated courtyards offering plenty of room and exciting options for artistic installations. An experienced Berlin-based architect, Johanna Meyer-Grohbrügge was brought on board to create the design. "Combining business, science, media, and art at the new.New Festival is sure to deliver unexpected momentum and all-new perspectives. This was the idea behind our interior design – with elements such as expansive staircases standing on their own to fill the room," states Meyer-Grohbrügge.

Anyone interested in visiting the festival can register for updates and advanced ticket sales at [www.code-n.org/events](http://www.code-n.org/events).

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**About CODE\_n:**

Initiated by the GFT Group in 2011, CODE\_n is a global innovation platform for digital pioneers and leading companies. Featuring elements such as CONTEST, EVENTS, CONNECT and SPACES, CODE\_n offers an ecosystem which networks companies and innovative personalities as well as supporting the development of new, digital business models. CODE\_n stands for “Code of the New,” the DNA of innovation. The community drives digital advancement with new ways of thinking and the pursuit of bold ideas. [www.code-n.org](http://www.code-n.org)

**About GFT Group:**

GFT Group is a business change and technology consultancy trusted by the world’s leading financial services institutions to solve their most critical challenges. Specifically defining answers to the current constant of regulatory change - whilst innovating to meet the demands of the digital revolution. GFT Group brings together advisory, creative and technology capabilities with innovation culture and specialist knowledge of the finance sector, to transform the client’s businesses. Headquartered in Germany, GFT achieved consolidated revenue of around EUR 365 million in 2014 (including emagine business division which was sold on 30.09.2015). GFT is represented in twelve countries with a global team spanning 4,000 employees. The GFT share is listed on the Frankfurt Stock Exchange in the TecDAX. [www.gft.de](http://www.gft.de)