

Innovation Area

Joint stand promoting future technology

Contact forum for innovative technologies and for strategic partnerships supporting international market expansion.



Hall A3

European Initiative

The "Innovation Area" is a marketplace for innovative entrepreneurs and a hub for contacts to German and international cooperation partners and investors following the motto:

Contacts, know-how, cooperations and capital

The area allows high-tech companies with new developments to meet potential customers from the Old Economy who are interested in using their solutions in pilot projects and with strategic partners who can help them tap new markets. The "Innovation Area" uses its large network to accelerate business success and growth and improve companies' ability to compete.

Conquering markets

Business success calls for rapid access to the European market. The Innovation Area promotes contacts to international cooperation who can help companies tap new, booming markets, especially in the new EU member states.

Supporting Future

We invite established companies – the Old Economy - to support the "Innovation Area" in the sense of the various innovation initiatives by governments and other organizations.

The Innovation Area, an initiative of the IT-Adventure Network, enjoys the support of the following organizations:

Munich International Trade Fairs, Ernst&Young, KfW/tbg, Fraunhofer Society, Euro-CASE, Deutsches Innovationsforum, the trade associations VDE, eco and BAND e.V., Munich Network e.V. and a number of companies including Microsoft, IBM, Cisco, IDS Scheer, Datev, O2.

Meeting experts

Other attractions include panel discussions with prominent experts, which give attendees a compact look at collaboration, capital and technology topics and valuable ideas for ICT solutions e.g. Linux and IT-Security.

For further details visit

www.innovation-area.de.

Award-winning innovations

Exhibitors will receive awards for the most rapid market entry, the best innovation and the greatest international success. Includes an annual Come Together event.

Extensive Offers for Exhibitors

- Compelling joint stand, complete infrastructure and support service, meeting area and catering at **hall A3**
- Extensive press and public-relations work, incorporation into **SYSTEMS** communications concept
- the same rights as exhibitors with their own stands.
- Intense contacts that lead to business utility are made as quickly as possible in the Innovation Area.
- Fee for a demonstration stand (plus VAT):
Start-up, spin-off: 2.850,00 €
Grown-up, service provider: 3.850,00 €

Business needs innovation ...

Use this attractive environment and our network. Present your company here as an exhibitor. Please contact us for registration or visit www.innovation-area.de.

Organization

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