

CUBE Tech Fair, 2018 in Berlin: Less show, more business

- **Startups in Blockchain, Cybersecurity, Sustainability, Automation, Artificial Intelligence and IoT can apply till April 27th**
- **1000+ pre-scheduled matchmaking sessions and masterclasses**
- **CUBE Tech Fair is under patronage of the Federal Ministry of Economics and Technology (BMWi)**

Berlin, April 23rd, 2018. Hosted in association with Messe Berlin at Arena Berlin on May 15th and 16th, 2018, CUBE Tech Fair is bringing together over 200 B2B deep tech startups from up to 40 countries with a curated network of corporate partners and key influencers. Altogether, CUBE Tech Fair expects 4,000 attendees. After a successful premiere in 2017, the organizers from CUBE developed the format even further to create a truly innovative conference format.

“It’s all about real product demos and business” explains Dr. Torsten Oelke, Executive Chairman “After an amazing event last year, we worked quite hard to create an Tech Fair that takes matchmaking to a truly new level for entrepreneurs and the surrounding ecosystem.”

Live-Demos and Masterclasses

While all participants can be inspired by over than 30 hours of talks and discussions on two stages by more than 80 international speakers, the 200 selected startups will demonstrate their products in 2-hour-demo sessions as well as pre-scheduled appointments with the anticipated 1,500 C-level executives and investors.

Moreover, under the slogan #beyondthemainstage up to 900 participants can deepdive into industry 4.0 with thought-leaders and interact with speakers in special CUBE Tech Fair Private Sessions. These masterclasses from experts and pioneers in their field have been developed to support and encourage audience participation.

Access to Business

More than 200 international startups presented their products in 2017. While Enlitic, a Digital Health startup founded in Silicon Valley, won the pitch and the prize money of one Million Euro in cash, many other startups generated valuable business based on contacts made at CUBE Tech Fair. innogy Ventures for instance made several investments into startups they scouted at CUBE Tech Fair 2017: Mojio and ScanTrust.

“In terms of investment, it has been the most fruitful festival” confirmed Felix Krause, Investment Partner at innogy Ventures GmbH, who will also attend in 2018.

In November 2017, ScanTrust closed \$4.2 million in Series A financing with the investment round joined by innogy Ventures - the two companies met at CUBE Tech Fair 2017 when

members of the innogy Ventures team approached ScanTrust at their booth and instantly saw potential.

Since counterfeiting presents a huge problem for brands, investors and consumers, ScanTrust has developed the world's first copy-proof QR code, which can be authenticated using a mobile phone and prevents the distribution of fake goods.

Big brands at CUBE Tech Fair 2018

In 2018, corporate partners of CUBE Tech Fair include Bayer, KPMG, PwC & Strategy, Apex Brasil, Autodesk, Berlin Partner, Bitkom, Coparion, Dell EMC, Deutsche Bank, Deutsche Boerse, Fraunhofer IZM, NVNTRS, Innovation Hub by innogy, Kloeckner & Co, Messe Berlin as well as Zeiss.

All information and the startup application form can be found on the [CUBE Tech Fair Website](#).

If you want to apply for a press pass for CUBE Tech Fair, please reach out to our press team at press@cube-global.com as well as our VP of Partnering Maren Lesche at Maren.Lesche@dbf.io.

About CUBE GmbH

CUBE (cube-global.com) is a global ecosystem dedicated to bridging the gap between top B2B startups and major industry leaders. With a deep understanding of startups and corporations, and their vastly different cultures, CUBE connects these unlikely partners through a network of touchpoints worldwide, and acts as the most efficient B2B matchmaking service available.

Through a year-round program CUBE also offers industry and startups a space to collaborate via its Cooperation Space in the heart of Berlin. The Highlight event of the year is the CUBE Tech Fair, which brings global visibility to the most important industries in startup innovations by promoting projects between leading industry players and startups.

CUBE was launched in June, 2016 with Dr. Torsten Oelke as Executive Chairman. Among the global founder partners are Bayer, Dell, Messe Berlin, and VW.

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