



PRESS RELEASE

September 2019

Start-up area and BMWi pavilion promote new talent

- **Support available for German and international companies**
- **BMW i reimburses up to 60% of stand costs**

The start-up area and the pavilion for innovative young companies, which is subsidised by the Federal Ministry for Economic Affairs and Energy (BMW i), are opening the door to newcomers to the international embedded community and creating two excellent opportunities for firms to gain a foothold in this environment. The world's leading international fair for embedded systems will take place at Exhibition Centre Nuremberg from 25 to 27 February 2020.

“Together with the Federal Ministry for Economic Affairs and Energy we are helping young companies to exhibit at embedded world. To also offer a platform to those newcomers to the industry that are not eligible to be subsidised by the BMW i, we provided a dedicated start-up area at the event for the first time in 2019 and it was a resounding success. Thanks to the inspiring talks and presentations by the individual start-ups, embedded world will once again benefit from a wealth of new ideas. This is why the start-up area will once again be a firm feature of embedded world in 2020,” says Benedikt Weyerer, Executive Director embedded world. The platform, which is not just designed for networking but offers a lot of opportunities to make contact with potential customers, multipliers and partners, was very well received and used by young companies in 2019. For the first time at the forthcoming embedded world, experts will offer guided tours through the “start-up landscape”.

Eligibility criteria for start-up area

The start-up area is designed for young international companies with a maximum workforce of 20 that have been in existence for less than five years. For fast and uncomplicated access to the embedded environment we are offering a start-up area package. It includes among other things stand area, stand construction, marketing services, basic furnishings, power, cleaning, AUMA fee, a presentation slot in the exhibitor forum, and

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the opportunity to enter the embedded award in the start-ups category. The best three submissions will receive a media budget of EUR 45,000 in total for use in WEKA FACHMEDIEN publications. Interested start-ups can simply register online at: **www.embedded-world.de/en/start-ups**

“Innovation made in Germany” – BMWi reimburses up to 60% of stand costs

Since as far back as 2007, the Federal Ministry of Economic Affairs and Energy has been providing subsidies for participation in a range of leading fairs to promote exports and Nuremberg as a business location. For innovative young companies from Germany, there will once again be a BMWi-subsidised pavilion at embedded world 2020. The objective is to help new German companies to market their product innovations internationally. Companies can receive BMWi funding to take part in the pavilion at the same trade fair up to three times. They benefit in particular from the services included like stand security, power, marketing services, AUMA fee, stand signage, lighting, basic furnishings, cleaning, hostess service and a presentation slot in the exhibitor forum. In addition, the BMWi reimburses up to 60% of the stand rental costs.

Like the start-up area, the BMWi pavilion offers young companies the opportunity to present their company to the professional community and in doing so establish new contacts and talk and network with potential partners. Companies less than 10 years old, with fewer than 50 employees and an annual turnover of maximum EUR 10 million are eligible to take part. In addition, their services, processes and products must represent new developments or improvements. For more information please go to:

www.embedded-world.de/gms-ju

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