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UP19@it-sa: Application phase for second round of CyberEconomy Match-Up

- **Presentation of UP19@it-sa Award the day before it-sa 2019**
- **Security-Start-ups from German-speaking countries can apply for second round of CyberEconomy Match-Up**
- **Application phase 1 June to 9 August**

"And the winner is…" At the UP19@it-sa Award in the Exhibition Centre Nuremberg on 7 October 2019, the CyberEconomy Match-Up for start-ups, movers and shakers and decision-makers will move into its second round. The public will decide which young company will go forward from the pitching stage to succeed IT-Seal, the winner of the first award in the series. UP19@it-sa once again offers founders and movers and shakers in the start-up scene a unique platform the day before the start of the trade fair. it-sa, the world's largest IT security fair by exhibitor numbers, will provide the opportunity for them to give presentations to potential supporters and investors, and make new contacts in the world of IT security. Applications can be made at www.it-sa.de/en/up19 from 1 June.

UP18@it-sa is now UP19@it-sa
UP19@it-sa picks up where UP18@it-sa, the successful first event in the series, left off: the award will once again be presented by the initiators, Digital Hub Cybersecurity and Bayerischer IT-Sicherheitscluster e.V. (Bavarian IT Security Cluster), together with NürnbergMesse. Start-ups that qualify for participation get their own presentation space and the full attention of the public for their "speed pitch", in which the goal is to impress promoters and sponsors.

NÜRNBERG MESSE

Jury of experts nominates candidates for the pitch

Before the grande finale, however, the five-member jury of experts must give its opinion. Its task is to review the overall package comprising the products and services, the company, and its sales and marketing strategy. "The presentation of the UP@it-sa Award was an unbelievably exciting and inspiring event," says Sandra Wiesbeck, head of the Bavarian IT Security Cluster, looking back on the first event in the series. "That's why we are very pleased to be providing an attractive platform for start-ups in the cyber security field once again this year."

Applications from 1 June

From 1 June, start-ups from Germany, Austria and Switzerland can go to www.it-sa.de/en/up19 and apply for one of twelve places in the pitch round. Applicants must be involved in IT security or data protection, they must have already acquired customers, and must have been established in the last five years. Applications close on 9 August 2019.

Individual coaching sessions for the winner

In addition to the distinction of winning, the winner of the UP19@it-sa Award will get a special five-day coaching and mentoring session especially tailored to its needs. The winning start-up will be supported by the Digital Hub Cybersecurity and the Bavarian IT Security Cluster. The initiators of UP19@it-sa provide targeted support for the winner in areas like marketing and sales, discussions with investors, and organisational development. In addition, the award winner will benefit from special conditions as a participant in the specially designated Startup@it-sa space at it-sa 2020.

UP19@it-sa puts the spotlight on start-ups at it-sa

it-sa is the world's largest IT security trade fair by exhibitor numbers. It will open for the eleventh time at the Exhibition Centre Nuremberg on 8 October. At the last event in the series, it-sa was host to 698 exhibitors[*1] and 14,290 trade visitors from Germany and abroad, and also 2,000 congress delegates. The supporting congress programme, Congress@it-sa, will again start one

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[1] The visitor, exhibitor and floor space figures for this trade fair event are calculated and certified in accordance with the uniform definitions published by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics.

day before this year's fair, on 7 October. "Young companies once again have access to a specially designated presentation area at favourable conditions: Start-ups@it-sa", says Frank Venjakob, Director it-sa at NürnbergMesse. "UP19@it-sa brings additional attention from supporters and potential investors to participating start-ups."

For information on the application procedure and the jury of experts at UP19@it-sa: **www.it-sa.de/en/up19**

Security trade fairs at NürnbergMesse
NürnbergMesse has established and proven expertise in the security field. With events such as Enforce Tac – Trade Fair for Law Enforcement, it-sa and it-sa India – Trade Fairs for IT Security, FeuerTrutz – Trade Fair for Preventive Fire Protection as well as Perimeter Protection – Trade Fair for perimeter protection, FIRE & SECURITY INDIA EXPO and also U.T.SEC – Summit for Drones, Unmanned Technologies & Security, it brings together a total of about 1,600 exhibitors and 41,000 visitors from all over the world.
For more information please visit: **nuernbergmesse.de/security**

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