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## Slovak German Innovation Day 2017 Slovak Start ups meet Global Players 28 September 2017 / Vodárenské Múzeum, Bratislava

### Background

The Slovak German Innovation Day brings together **global players and hidden champions** (family-run medium-sized world market leaders from Germany and other countries) active in Slovakia with **innovative start-ups**. Particularly those international companies are addressed, which carry out development (engineering) in Slovakia and are looking for concrete innovative solutions. In view of the industrial structure in Slovakia automatization and connectivity (Smart Factory) could be a thematic priority.

**The key focus is concrete matchmaking.** Main scheduling tool is a B2Match website: Here the Global players highlight their innovation areas and interests in cooperation with innovative start up. Start ups can identify potential partners and ask for a meeting. If the interest is mutual a meeting will be fixed. In order to further raise the attractiveness of the event for startups also supporting institutions are invited to present themselves.

The Slovak German Innovation Day offer the following **value added**:

#### **Global Players / hidden champions:**

- Matchmaking with creative startups, create the basis for cooperation
- Public relations: Strengthening the image as an innovation driver for Slovak economy (brand management, CSR)
- HR: Strengthening the image as an attractive employer (employer branding)

#### **Start ups:**

- Contact to potential customers
- Information on supporting organizations for financing and internationalization (financing, consulting, networks)
- Possibility to win the „Slovak German Startup Award“

#### **Institutions (banks, consultants, agencies):**

- New contacts with innovative Slovak start-ups (customers, clients, visitors, exhibitors)
- Branding vis-a-vis established corporate clients
- Public relations (supporters of innovation and young company culture)



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## Format

The Innovation Day starts with a conference part in which Global players highlight their innovations strategies. This is followed by pitches of selected Slovak start ups. Also some supporting institutions will have the possibility to present what they can offer. The key part of the Innovation Day is prescheduled matchmaking, but there is also ample room for spontaneous meetings. In order to spice up the event, the participants will vote for the award of the „Slovak German Start Up Award 2017“. The winner will receive a trophy and financial award.

Date: 28 September 2017

Venue: Vodárenské Múzeum, Bratislava

Number of expected participants: 100-120 participants, mainly from Slovakia and Germany, but also from neighboring countries

Publicity: Targeted media work and inclusion of media partners

Conference language: English

Three categories of Partner Packages for Companies

Entrance fee: generell 150 EUR and start ups 75 EUR

## Slovak German Innovation Day 2017

09.30	Opening
<b>09.35</b>	<b>Inspiring Success Story of a Start up</b>
<b>09.55</b>	<b>Key Note: Innovation Strategy of Main Partner</b>
<b>10.15</b>	<b>Panel: Global Players present their innovation Strategy</b>
<b>11.00</b>	<i>Coffee break and get together at exhibition tables</i>
<b>11.30</b>	<b>Selected Start up pitches (1)</b>
<b>12.00</b>	<b>Panel: Supporting organizations present their experience</b>
<b>12.30</b>	<b>Selected Start up pitches (2)</b>
<b>13.00</b>	<b>Vote for the „Slovak German Start Up Award 2017“</b>
<b>13.10</b>	<i>Lunch break</i>
<b>13.45</b>	<b>Scheduled matchmaking (B2B Tables) and spontaneous Meetings (Exhibition tables)</b>
<b>16.45</b>	<b>Food &amp; Wine</b>