

## **Start-up battle at the Hannover Messe, Thursday 27th April 15:30 – 16:30**

*Two Dutch start-ups and two start-ups from Baden-Württemberg engage in a fiery discussion on Industry 4.0, Smart Industry and intercultural challenges. Is your business ready for the future?*

Allianz Industrie 4.0 Baden-Württemberg and The Kingdom of the Netherlands invite you to this event. The Dutch start-up team consists of JDI and Pulseform. JDI enhances businesses by automising both business- and production processes. Not only this, JDI also belongs to the top 100 most innovative Dutch businesses. Pulseform makes use of electromagnetic pulsetechnology to connect, shape and transport. Additionally, Pulseform is the winner of the Innovaward prize.

The German start-up team consists of robodev GmbH and scitis.io GmbH. robodev provides individual automation solutions for cost-effective production and assembly of small quantities. In order to pursue this aim, robodev was established as a start-up in 2016, emerging from the robotics research at the Karlsruhe Institute of Technology (KIT). scitis.io is the independent industry-4.0 platform for industry, plant and machine tool construction. Extremely scalable, secure and powerful to make your start into digitalization both quick and efficient.

Industry 4.0 and Smart Industry are evolving trends that will affect the way of doing business as we know it. It is bending or breaking. Due to globalisation, business does not stop at the national borders. Knowing the fine cultural differences gives you the edge over your competitors. Katharina Mattes (Allianz Industrie 4.0 B.W.) and John Blankendaal (Brainport) will be your moderators.

Afterwards, the discussion will be taken to an informal setting at the Dutch King's Day Celebration. The King's Day Celebration is a networking event that will take place from 17:00 - 19:00.

*See you on Thursday 27 April at 15:30 in hall 4, stand D44!*