Beat: Business

DEUTSCHE BAHN AS EVENT PARTNER AT HANNOVER MESSE 2016

HANNOVER MESSE 2016

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USPA NEWS -
Hannover/Frankfurt. Deutsche Bahn is totally committed to innovation. The German-based railway operator will star as a Premium Event Partner at the SCALE11 startup showcase in Hall 11 at next year´s CeBIT, and in doing so will enjoy premium access to more than 250 up-and-coming young enterprises.

Martin Kaloudis, CIO Infrastructure at DB Group´s parent company, Deutsche Bahn AG, and head of telecommunications at the Group´s rail infrastructure company, DB Netz AG, explains: “At Deutsche Bahn, we are currently pushing ahead with digitalization in 260 projects with a view to making our services even more attractive to our customers and delivering even greater process efficiencies and cost savings. A key part of this involves expanding our outward focus via various initiatives, including support for startups. So in this sense, our partnership with SCALE11 will help strengthen our ties with the international startup scene. The DB Group´s own startup accelerator, mindbox Berlin, plays a major role in this.“

The partnership is a win-win, as Deutsche Messe Managing Board Member Oliver Frese explains: “Deutsche Bahn is an excellent partner for SCALE11. The showcase offers Deutsche Bahn a diverse array of networking opportunities in practically all technology areas of digitalization, including the Internet of Things, analytics, the cloud, and big data. Thanks to its status as a Premium Event Partner, Deutsche Bahn will be able to secure a strong foothold in the highly dynamic startup world and position itself as a central figure in disruptive innovation.“

Located in Hall 11 at CeBIT 2016 (14 to 18 March), SCALE11 will be home to over 250 international startups and young enterprises. It will also feature numerous market incumbents and consulting firms, effectively uniting at one time and place the entire ecosystem that exists around and nurtures startups. SCALE11 is being staged with the kind support of the following publications: Frankfurter Allgemeine Zeitung and Gründerszene.

About Deutsche Bahn

The DB Group is an international provider of transport and logistics services with activities in more than 130 countries. It has over 300,000 employees worldwide, including some 196,000 in Germany alone, who are totally committed to keeping passengers and freight moving and to providing the efficiently managed and smoothly operated rail, road, water and air transport infrastructure needed to make it all happen.

About CeBIT

CeBIT is the world´s foremost event for everything of key importance to digitalization. This combined exhibition and conference “” staged annually in Hannover, Germany “” features global corporations, SMEs, startups and myriad other businesses and organizations intent on providing answers to the challenges of today´s digital economy in fields such as Big Data & Analytics, Cloud Applications, Mobile Solutions, Social Business, IT Security and the Internet of Things. The high-tech nation to be featured as the official Partner Country at CeBIT 2016 is Switzerland. In a series of keynotes and forums, the parallel CeBIT Global Conferences explore the hottest topics and trends shaping the industry.

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Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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