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#IEW2018 #EISENWARENMESSE

Digital processes and future visions: Start-up Village brings ideas and companies together

Application deadline for the Start-up Village: 19 January 2018

The digitalisation is facing the exhibitors of EISENWARENMESSE - International Hardware Fair Cologne with big challenges. A Start-up Village, which Koelnmesse will implement in cooperation with the European Federation of DIY Manufacturers (fediyma) and with the support of Richard van Hooijdonk, trend scout and futurist from the Netherlands, will provide new impulses, food for thought and contacts. Young, creative companies will present their new ideas for the hardware industry on the area during the trade fair from 4 to 7 March 2018.

How can the bricks-and-mortar trade survive in the battle against the online trade? Which process optimisations are practical in the course of the digitalisation? How can 3D printing be used for the production of hardware? Manifold questions are arising for the DIY industry in connection with the theme of digitalisation, which require creative solutions, new ideas and revised processes. The start-ups participating in the Start-up Village in Hall 5.1 of EISENWARENMESSE - International Hardware Fair Cologne are to provide the exhibitors and trade visitors with first-hand answers and solutions based on their digital know-how. The direct contact between traditional companies and the "new starters" is to make it easier for the start-ups to establish contacts and should serve to facilitate the networking with a view to future cooperations.

Interested start-ups can apply for the Village up until 19 January 2018. A jury will ultimately decide, which start-ups are allowed to participate. The decisive participation criteria will be among others the age, existing financial funding, solutions for the hardware industry, an existing client base as well as the presentation ability of the start-up. The process will be curated by Richard van Hooijdonk. Further information on the application process is available at www.eisenwarenmesse.com

Note for editorial offices:

EISENWARENMESSE - International Hardware Fair 2016 photos are available in our image database on the Internet at www.eisenwarenmesse.com in the "Press" section.

Press information is available at: www.eisenwarenmesse.com/Pressinformation

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