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#dmexco #2017 #latestnews

## Gender equality, Hatch semifinalists, innovative initiatives: The final news report prior to dmexco 2017

The big event is fast approaching! The global digital economy will meet at dmexco in Cologne. Shortly before its grand opening, dmexco 2017 presents further highlights: attention-grabbing initiatives focusing on gender equality and female leadership, 20 semifinalists of the “dmexco and Procter & Gamble Start-up Hatch,” the podcast series “Digital Business Leaders @ dmexco” of dmexco’s content partner Spotify, and an interactive OOH campaign, including an exciting prize draw organized by dmexco in cooperation with Kinetic. To get you in the mood and help you with your planning, dmexco is offering services that includes a practical checklist, insights shared on the social media channels and in the dmexco blog, all of the highlights on the optimized dmexco video channel, and the new dmexco White Paper 2017.

dmexco believes that strong women are just as much part of success as digitalization is part of business. Together with strong partners such as The Female Quotient, Refinery29, and the Women Speaker Foundation, dmexco 2017 will launch, among other things, three campaigns that focus directly on the issues of female leadership and gender equality ([https://dmexco.com/gender\\_equality/](https://dmexco.com/gender_equality/)). In the “29 Global Trailblazers” campaign, dmexco and Refinery29 present portraits of inspiring female managers from the fields of marketing, media, and tech. Many of these women will also be participating in the “29Women Talk” and the “Women’s Leadership Table” on the dmexco stages. This year dmexco will once again collaborate with The Female Quotient to operate the dmexco Girls’ Lounge as the central meeting point for women ([https://dmexco.com/the\\_female\\_quotient/](https://dmexco.com/the_female_quotient/)). A very personal look at the issue of diversity and equality will be offered by Regina Mehler, the founder of 1ST ROW and the Women Speaker Foundation, in her interviews with dmexco celebrities on the green couch at the Congress Center North, Level 1.

### The semifinalists of the dmexco and Procter & Gamble Start-up Hatch have been selected

20 founders, 4 pitches, 1 final round – that’s the procedure at the “dmexco and Procter & Gamble Start-up Hatch”, the new pitch format at dmexco ([https://dmexco.com/the\\_start-up\\_hatch/](https://dmexco.com/the_start-up_hatch/)). From a field of more than 60 applicants, 20 semifinalists have now been selected. They will have the opportunity at dmexco to present themselves to high-caliber judges consisting of investors, accelerators, incubators, influential media representatives, and global brand partners. The four best start-ups will compete in the final round. In a short final presentation and a further Q&A session, they will have an opportunity to convince



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Wir sind das Netz

the judges: Sophie Blum (Procter & Gamble), Dr. Florian Heinemann (Project A), Christoph Schuh (Lakestar), Terence Kawaja (Luma Partners), and Bessie Lee (Withinlink). The 20 semifinalists, who come from a total of nine countries, are: AdDefend, Akanoo, Baqend, Beemray, Clinch, Cognigy, FOAP, Fortvision, Insider Navigation, opinary, Photospire, Pixability, Reachbird, SoPrism, Squeezely, store2be, StoryTEQ, SwipeGuide, zenloop, Zolitron.

### **New dmexco initiatives with Spotify, Kinetic, and Lufthansa**

As a dmexco content partner at dmexco 2017, Spotify will for the first time produce the series “Digital Business Leaders @ dmexco”. The top keynote speeches, panels, and fireside chats of the two conference days will be available to all users as podcasts on Spotify after dmexco is over. These materials will include presentations by thought leaders representing companies such as Procter & Gamble, IBM, IKEA, MasterCard, Facebook, WPP, and Heineken. Kinetic will launch an interactive Out of Home campaign in cooperation with dmexco. Scannable advertising media at the most important hotspots at dmexco itself and surrounding the exhibition grounds in Cologne will enable users to win exclusive prizes via the official dmexco app ([www.dmexco.com/dmexco\\_app](http://www.dmexco.com/dmexco_app)). This year dmexco has a very special offer for visitors from the USA: During the flight from New York to Frankfurt, we will be holding the first dmexco pre-conference on board the Lufthansa FlyingLab at an altitude of 10,000 meters (<https://dmexco.com/flyinglab/>).

### **An extensive services kit for dmexco visitors**

Visitors can receive current dmexco news and information first on Twitter (<http://twitter.com/dmexco>), Facebook ([www.facebook.com/dmexco](http://www.facebook.com/dmexco)), and Instagram (<https://www.instagram.com/dmexco/>). Before and during dmexco, you can find exciting insights in the dmexco blog (<https://dmexco.com/roadtodmexco/>). All of the previous and upcoming dmexco highlights can be viewed on the redesigned video channel at <https://dmexco.com/video/>. To make it even more convenient, you can now access relevant statements and content as five-minute summaries and share them directly with your community via social media. Deeper insights into the dmexco spirit and this year’s Conference motto, “Lightening the Age of Transformation”, are provided by the current dmexco White Paper at [www.dmexco.com/whitepaper2017](http://www.dmexco.com/whitepaper2017). And finally, you can find valuable tips for your visit to dmexco in the practical dmexco checklist at <https://dmexco.com/checklist/>. Speaking of planning, don’t forget to put the official dmexco Pure Party on your list. You can now book your tickets online at <https://dmexco.com/party/>.



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#### About #dmexco

dmexco is the global business and innovation platform of the digital economy. It sets the digital agenda and acts as the driver of ideas and growth for national and international business through direct business deals, valuable new contacts, inspiring insights, and the evaluation of business ideas. dmexco stands for “Pure Business,” brings together the key market participants from all over the world, and presents the most promising strategies, solutions, and trends from the field of marketing communications and technology. dmexco – the world’s leading exposition and conference of the digital economy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy – BVDW) is the owner of the dmexco brand. With special assistance from the Circle of Online Marketers (OVK), the BVDW is also the conceptual and professional sponsor of the exposition and conference. dmexco is organized by Koelnmesse.

dmexco 2017 will be held in Cologne on September 13 and 14, 2017. You can find all the information about dmexco 2016, as well as photos, videos, and original audio material, at [www.dmexco.com](http://www.dmexco.com), [www.facebook.com/dmexco](http://www.facebook.com/dmexco), <http://twitter.com/dmexco>, and [www.youtube.com/dmexcovideo](http://www.youtube.com/dmexcovideo).