

Press Release

CUBE Tech Fair Kick-off in Berlin

- **Robin Wright and Kai Diekmann open the new technology fair premiere**
- **Over 5,000 visitors on the first two days**
- **More than 250 startups from 38 countries showcase their innovations in front of an international audience**

Berlin, May 11th 2017 – This morning at 9 am the [CUBE Tech Fair](#) was officially opened by Ramona Pop, Senator for Economics, Energy and Public Enterprises. During the first two days over 5,000 international visitors came to the event that celebrated its premiere at CityCube Berlin, where more than 250 global B2B-Startups showcased their innovations.

After the opening, Ramona Pop chatted with several founders of selected companies during an exclusive startup tour. Actress Robin Wright also visited Berlin to join the Tech Fair on the opening day. She sat down on the main stage with former editor-in-chief of BILD Kai Diekmann and talked about conflict minerals. “Most people are not aware of the connection between the civil war in east Kongo, which cost the lives of six million humans, and our consumption of technology. We as consumers need to make companies rethink, as we can afford to pay a few dollars more for a smartphone that is produced out of fair trade materials,” says Wright.

Among others, the semi-finals of the CUBE Challenge were reached by the Berlin Startups [Green City Solutions](#), [Xapix.io](#), [Ubitricity](#) from the areas Infrastructure & Interconnectivity, as well as [FDX Fluid Dynamix GmbH](#) from the area of Machinery & Manufacturing. CUBE CEO Torsten Oelke is pleased with the first two days: “I am very happy about this successful start of our Tech Fair. It is impressive to see the kind of innovations with which young people will revolutionise and change our future – and this all around the world.”

For the final day Apple Co-Founder Steve Wozniak will appear on stage. Not only will he sit down for a Fireside Chat, but he will also be a member of the jury for the CUBE Challenge, the Highlight of the event, and will elect the winning startup of this competition. Federal Minister of Economic Affairs and Energy, Brigitte Zypries, will be opening the final day. Besides a speech in Digitalisation in Germany she will discuss the topic *Embracing Innovation Germany in a Digital World* with Volkswagen’s Chairman of the Works Council Bernd Osterloh and Bitkom CEO Bernhard Rohleder.

About CUBE GmbH:

CUBE (cube-global.com) is a global ecosystem dedicated to bridging the gap between top B2B startups and major industry leaders. With a deep understanding of startups and corporations, and their vastly different cultures, CUBE connects these unlikely partners through a network of touchpoints worldwide, and acts as the most efficient B2B matchmaking service available. Through a year-round program CUBE also offers industry and startups a space to collaborate via its Cooperation Space in the heart of Berlin. The Highlight event of the year is the CUBE Tech Fair, which brings global visibility to the most important industries in startup innovations by promoting projects between leading industry players and startups. CUBE was founded in June 2016 with Dr. Torsten Oelke as executive chairman. Among the global founder partners are Bayer, Dell, Messe Berlin, and VW.

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