



Press Release

## **Berlin's ruling Mayor Michael Müller will open the CUBE Tech Fair in Germany's capital**

**Berlin, March 31st, 2017** – In May 2017 the [CUBE Tech Fair](#) will premiere in Berlin, hosted by CUBE, a global innovation ecosystem, dedicated to bridging the gap and initiating long-term partnerships between major industry leaders and top B2B startups in the areas of Digital Health & Life Sciences, Manufacturing & Machinery and Infrastructure & Interconnectivity. The event will be opened by Berlin's ruling Mayor Michael Müller as well as CUBE's global founder partners Messe Berlin, Bayer, VW and Dell.

Michael Müller will cut the red ribbon hence giving the starting signal for CUBE's first Tech Fair, subsequently followed by an exclusive tour. "The CUBE Tech Fair not only inspires with extraordinary innovations, but also attracts international startups, corporations and celebrities to our capital. I am very pleased to be opening this event and look forward to the projects of young founders from all over the world," says Michael Müller.

Round about 200 startups from all over the globe have qualified to participate at the CUBE Tech Fair, presenting their innovations in front of an international audience from May 10th to 12th. Besides 3,000 visitors, top-class guests like Apple Co-Founder Steve Wozniak, actress Robin Wright and German Federal Minister of Economic Affairs and Energy Brigitte Zypries will be welcomed. The event will host numerous panels, fireside chats, discussions and interviews with international experts from industry 4.0, digital and startup world. The highlight of the event will be the CUBE Challenge, a competition, that gives startups a platform to pitch their innovations and win a prize of 1 Million Euro in cash, one of the highest prizes in the startup world - no strings attached. An independent jury will be choosing the winner, among them Steve Wozniak. CUBE CEO Dr. Torsten Oelke: "CUBE connects corporations and startups globally. The CUBE Tech Fair is an ideal platform for networking as well presenting and discovering innovations. We are honored to have Michael Müller opening our premiere and are very much looking forward to this first modern world exhibition in Berlin."

### **About CUBE GmbH:**

*CUBE ([cube-global.com](http://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.*

**Pressekontakt:** Sophie-Theres Guggenberger | [sophie@dbf.io](mailto:sophie@dbf.io) | +49 (0)151 17 212 647