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Press release

electronica Fast Forward Start-up Award Start-up assistance for founders

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Introduce ideas to industry representatives and find supporters: That is what new companies and potential founders can do at the electronica Fast Forward Start-up Award, which the International Trade Fair for Electronic Components, Systems and Applications is presenting together with "Elektor" magazine. The prize: An exhibition stand at the electronica Start-up Platform in Munich from November 8 to 11 and a campaign that will bring the winner a step closer to the dream of having their own successful company.

Thanks to their creative ideas and innovative business models, founders are a source of impetus for the entire electronics industry. Still, a good idea alone is not a basis for founding a company. A business plan and a business model are just as important as having the right supporters at your side. The electronica Fast Forward Start-up Award is the place to find them. electronica gives founders a forum where they can find partners as well as the support that they need to found their own company. Thanks to the electronica Start-up Platform, they also have their own exhibition space where they can present their innovations from November 8 to 11, 2016.

Contacts, customers and capital

The more than 2,700 exhibitors participating in the exhibition and countless visitors in attendance make electronica the perfect place for young entrepreneurs to meet investors and potential customers and make important contacts within the international community in the process. From now until July 15, 2016, new companies and potential founders from around the world can submit their products, services and solutions in the categories "Idea," "Prototypes," and "Start-ups" for the electronica Fast Forward Start-up Award—and for exhibition space at electronica. A panel of judges will evaluate the

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submissions and, depending on the category, will select 25 or 50 participants to compete against one another at the electronica Start-up Platform. Whether it comes to financing models or marketing strategies, selected founders will have access to experienced advisors during the entire fair. Those who make it into the top three can look forward to active support in the form of consulting, marketing and PR from Elektor as they set up their companies. In addition, the winner will get an exhibition stand at electronica 2018.

Additional information about submitting entries is available at <http://electronica.de/trade-fair/exhibition-profile/exhibition-sectors/start-ups/index.html>.

About electronica

electronica is the International Trade Fair for Electronic Components, Systems and Applications. It is the electronics industry's most important international industry gathering and features a supporting program with forums and conferences such as the electronica Automotive Conference, the Embedded Platforms Conference, IT2Industry and the Wireless Congress. A total of 73,189 visitors and 2,725 exhibitors participated in electronica in 2014. electronica has been held in Munich every two years since 1964. The next exhibition takes place from November 8–11, 2016. www.electronica.de

electronica worldwide

In addition to electronica, Messe München organizes electronica China und electronica India. Its network of electronics exhibitions also includes productronica in Munich, productronica China, productronica India and eAsia.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.