



MESSE
MÜNCHEN

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Messe München congratulates partner Bits & Pretzels on the 10th anniversary of the founders' festival

Start-ups are important drivers for society and the economy; they stand for innovation, which is at the heart of trade fairs

- Messe München has accompanied the start-up festival as a guest organizer since 2015 and as a participant since 2018
- ISPO Brandnew: Start-up business meets sports on the Vertical Stage

When Bits & Pretzels 2023 takes place at the Messe München exhibition center from September 24-26, 2023, it will again be the meeting place for 5,000 founders, investors and start-up enthusiasts. This year, the festival of innovation is celebrating its tenth anniversary – a good reason for Messe München to congratulate and thank the three co-hosts of Bits & Pretzels, Andreas Bruckschlögl, Bernd Storm van's Gravesande and Felix Haas.

“Bits & Pretzels is a decade-long success story. Year after year, it shows how valuable it is for the innovation community to find a platform for knowledge exchange, networking and business development here in Munich. We are proud to have been able to accompany Bits & Pretzels and its three co-hosts part of the way as a guest organizer since 2015 and by participating since 2018,” said Messe München's co-CEOs Dr. Reinhard Pfeiffer and Stefan Rummel.

Bits & Pretzels has been held at the ICM – International Congress Center on Messe München's grounds in Riem since 2015. For Messe München, participation in the founder festival is also a commitment to the start-up scene, as trade fairs are the perfect stage to demonstrate services and products, and to present the benefits of development. This is where potential customers, investors and business partners from all over the world meet to find out about the latest trends and developments in their industry. Messe München has always promoted start-ups with a wide variety of concepts at its events. For example, for many years it has done so with ISPO Brandnew, the world's largest platform for start-ups from the sports,

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health and wellness sectors – and this year it will also do so at Bits & Pretzels.

For 20 years now, **ISPO Munich**, the world's largest sports retail trade fair for the sports industry, has been offering start-ups from the sports and outdoor industry a relevant platform with **ISPO Brandnew**. This year, the platform will also be present at Bits & Pretzels. **“Unlocking Success in the Sports Startup Ecosystem through new perspectives”** – the ISPO Group will take Bits & Pretzels participants on an inspiring journey into the world of sports entrepreneurship based on this topic. **On Monday, September 25, from 1:30 to 4:30 p.m.**, speakers at the Vertical Stagewill include Klaus Haas, CEO & Co-Founder MALOJA, Merlin Ouboter, CMO & Co-Founder MICRO, Mischa Zverev Tennis Pro, Entrepreneur & Investor, and Tobias Gröber, Head of ISPO Group. They will show the synergies between sports and start-ups, and provide exciting insights into the dynamic world of sports start-ups. You can find more information at www.ispo.com

The program and information about bits & pretzels 2023 are available here: <https://www.bitsandpretzels.com>

Messe München

Messe München is one of the world's leading international networking platforms, both in Munich and across the world, on site and online. True to its claim “Connecting Global Competence”, Messe München serves as a global networking platform, bringing together decision makers from all over the world. The Messe München portfolio comprises more than 50 own trade fairs for capital goods and consumer goods, as well as new technologies, which deal with topics of current interest to society. These include the world's leading trade fairs bauma, BAU, IFAT, and ISPO Munich. The annually more than 200 events of Messe München draw around 50,000 exhibitors and around three million visitors per year. With its network of associates and international representatives, Messe München is present in more than 100 countries of the world.