

Munich, October 18, 2016

Press Release

Innovation made in Germany

LOPEC and BMWi help new businesses enter the market

For the first time, new businesses are being given the opportunity at LOPEC 2017 to take part in the support program of the Federal Ministry of Economic Affairs and Energy (BMWi). German start-ups can present their product innovations and business ideas to the international trade audience at a special price at the shared “Innovation Made in Germany” stand. The aim of the initiative is to market new developments through exhibition participation and to promote innovations from the field of printed and organic electronics. Messe München and the BMWi are accepting [applications](#) until February 3, 2017.

The International Exhibition and Conference for the Printed Electronics Industry provides a platform for a young industry with great potential for the future. This is why LOPEC 2017, taking place between March 29 and 30, 2017, will feature an “Innovation Made in Germany” joint stand supported by the BMWi for the first time. Attending the exhibition not only gives young entrepreneurs the opportunity to forge personal contacts within this global industry and benefit from the experience of other experts, it also provides them with an affordable platform from which they can showcase their innovations effectively to a broad, international public. Another way that LOPEC supports exhibitors is through its extensive set of communication tools.

What does the program offer?

The BMWi will reimburse up to 60 percent or a maximum of EUR 7,500 of the costs incurred per exhibitor and exhibition for eligible start-ups. Companies who have their headquarters and center of operations in Germany and have been active on the market for no more than ten years are eligible for this funding. They

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are also required to have a maximum annual turnover of EUR 10 million and a maximum of 50 employees. This program not only aims to help start-ups attend selected exhibitions but also to market Germany as a location for innovation.

Further assistance for start-ups

In addition to the shared BMWi stand, LOPEC 2017 provides young entrepreneurs with further assistance. The [LOPEC Start-up Forum](#), for example, is a venue where they can present their innovations, business ideas and concepts and convince investors to get on board and offer start-up or follow-up funding.

You can find further information on this support and the registration documents until February 3, 2017, at: www.lopec.com/bmw

More information on LOPEC is available at: www.lopec.com.

LOPEC

LOPEC (Large-area, Organic & Printed Electronics Convention) is the leading international event for printed electronics. The combination of an exhibition and a conference is the perfect way to depict the complex and dynamic nature of this new industry. About 2,100 participants from 46 countries attended the exhibition and the conference in 2016. There were 148 exhibitors from 18 countries, and speakers from 27 countries gave 196 lectures. LOPEC is organized jointly by the OE-A (Organic and Printed Electronics Association) and Messe München GmbH. The next event takes place from March 28–30, 2017 at the ICM – Internationales Congress Center München in Munich, Germany. www.lopec.com

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 and abroad. 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, South Africa and Russia. 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.

OE-A

The OE-A (Organic and Printed Electronics Association) was founded in December 2004 and is the leading international industry association for organic and printed electronics. The OE-A represents the entire value chain of this industry. The members are world-class global companies and institutions, ranging from R&D institutes, mechanical engineering companies and material

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suppliers to producers and end-users. More than 230 companies from Europe, North America, Asia and Australia are working together to promote the establishment of a competitive production infrastructure for organic and printed electronics. The OE-A is building a bridge between science, technology and application. The OE-A is a working group within VDMA. www.oe-a.org