



## Innovation Exchange: technology's largest and smallest meet

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Berlin, Wednesday, 14 October 2009

Today, the first Innovation Exchange took place in Berlin, bringing the hottest young technology start-ups across Europe together with the world's largest technology corporations and Europe's leading venture capitalists.

The full day of start-up company presentations was organised by EVCA alongside the [European Tech Tour Association](#) and [Informilo](#). The event takes place at the same venue on the registration day of EVCA's Venture Forum (14-16 October).

The start-ups were selected by the European Tech Tour Selection Committee, which was chaired by [Go4Venture](#) managing director, Jean-Michel Deligny.

Major technology corporations such as Microsoft, Sony Ericsson and HP discussed major opportunities in areas such as cloud computing and applications to transform the wireless market.

A panel of technologists forecast how the hottest sectors will evolve over the next 12-18 months while a panel of VCs explained what sort of technologies they are interested in buying from start-ups.

During the event, [Microsoft](#) shared details of the evolution of the BizSpark program, which is now approaching its first anniversary with already 6,600 start-ups and 600 plus network partners across Europe.

Javier Echarri, secretary general of EVCA said, "Today's Innovation Exchange has shown how important it is for all parts of the technology innovation ecosystem to learn from one another. Innovation is not governed by size or resource but by an openness to connect in a way demonstrated by today's participants."

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## Notes to editors

### Microsoft BizSpark, new features:

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- Additional software and services, including Microsoft's Cloud platform, Windows Azure
  - A marketplace to enable richer connections between members of the entrepreneur community
  - Tools for assessment of start-up's potential, and access to capital in the form of Government grants – with EU Grants Advisor program
  - Comprehensive training, Microsoft product roadmaps and early adopter programs
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### European Private Equity & Venture Capital Association

EVCA is the voice of European private equity and venture capital. We promote and protect the interests of close to 1,300 members, thereby ensuring they can conduct their business effectively

EVCA engages policymakers and promotes the industry among key stakeholders, including institutional investors, entrepreneurs and employee representatives. EVCA develops professional standards and research reports, as well as holding professional training and networking events.

EVCA covers the whole range of private equity, from early-stage venture capital to the largest buyouts.

For more information, please visit [www.evca.eu](http://www.evca.eu).

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### 3. Innovation Exchange Programme

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**10.00 Registration**

**11.00 Welcome Address**

Sven Lingjaerde, President, European Tech Tour Association

**11.20 Hidden gems**

**Moderator:** Jennifer Schenker, Editor-in-Chief, Informilo

Start-ups you will want to meet from across Europe (selected by European Tech Tour Association):

- Neo Technology
- Total Immersion
- Aldebaran Robotics

**12.20 Keynote Speaker:** Jan Mühlfeit, Chairman of Europe, Microsoft Corporation

**12.35 Lunch**

**13.35 Keynote Speaker:** John Manley, Director, Automated Infrastructure Lab, HP Labs

**13.50 The future of cloud computing**

**Moderator:** Jennifer Schenker, Editor-in-Chief, Informilo

13.50 - Expert overview: Michael Lerperger, Accenture

14.00 - Panel - What start-ups can bring to the space

- Ton Engbersen, Leader Best-of-Blue Strategic Innovation, IBM Research GmbH

- Yousef Khalidi, Distinguished Engineer, Windows Azure Team, Microsoft

- John Manley, Director, Automated Infrastructure Lab, HP Labs

- Jens Redmer, Principal, New Business Development, Google

- Jukka Tapaninen, Vice President, Global Ecosystem, and Partner, SAP AG

14.35 - 10-minute pitches and 5-minute Q &A from top start-ups in that space (selected by the European Tech Tour Association):

- Nivio
- Peerialism
- Visiarc

**15.35 Coffee break**

**15.50 Keynote:** Chris Hare, General Manager, Head of Industry Collaboration, Sony Ericsson Mobile Communications

**16.05 The technologies and applications that will revolutionize wireless going forward**

**Moderator:** Jennifer Schenker, Editor-in-Chief, Informilo

16.05 - Expert overview: Jennifer Schenker, Editor-in-Chief, Informilo

16.15 - Panel

- Ed Simnett, Director, Strategy and Business Development Services, Nokia Digital

- Gilad Novik, Head of Technology, INQ Mobile (A new division of the Hutchison Whampoa 3 Group)

- Cliff Reeves, Microsoft

16.50 - 10-minute pitches and 5-minute Q &A from top start-ups who are leading the way (selected by the European Tech Tour Association):

- Mash

- Zokem Oy

- Baimos

- Jogamo

**17.50 Possibility for meetings between VCs, entrepreneurs and sponsors**

Space will be provided at the conference venue

**19.30 Cocktail Dinner**

All participants of the daylong event to be invited to participate in the welcome cocktail dinner of the EVCA Venture Capital Forum

event, which will gather 300 VCs from across Europe.