

## German Brand and Design Congress

### Overview

<b>Organised since:</b>	2009
<b>Speakers:</b>	Anders Byriel, Dr. Andreas Kaufmann, Andreas Rotzler, Christian Prill, Florian Bausch, Gerald Kiska, Jack Hirsch, Jeff Zwerner, Jun.-Prof. Dr.-Ing. Jens Krzywinski, Mark Busche, Martin Roth, Prof Mike Richter, Milena Glimbovski, Nils Holger Moormann, Olaf Stein, Romy Reincke, Tal Rubenczyk, Prof. Uli Mayer-Johanssen, Uwe Greunke, Viola Spengler and many more
<b>Speakers from the following companies:</b>	3M Deutschland GmbH, Avocado Store GmbH, BMW Group, comdirect bank AG, Deutsche Bank, Deutsche Lufthansa AG, Deutsche Telekom AG, Festo AG & Co. KG, Factor, foodora GmbH, Gaggenau International, Interbrand, Hamburger Sparkasse AG, Leica Camera GmbH, Loewe Technologies GmbH, Melitta Europa GmbH & Co. KG, Original Unverpackt GmbH, Phoenix Design GmbH, Porsche Design Studio, Sennheiser electronic GmbH, Staatliche Porzellan-Manufaktur Meissen GmbH, Viessmann Digital GmbH, Villeroy & Boch AG, Vitra AG, WMF AG and many more
<b>Topics:</b>	2009: Designing Valuable Luxury 2010: Adding Value by Design 2011: Establishing High Value 2012: Brand Management for capital goods 2013: Designing New Markets 2014: Brand Management 4.0 2016: brand new germany – stir up markets 2017: Shortcuts for the Digital Age 2018: Change! – Changing Brands 2019: Change Reloaded
<b>Locations:</b>	Festspielhaus Hellerau, Microsoft Atrium Berlin, Porsche Museum Stuttgart, Wiesbadener Museum and many more

### **The German Brand and Design Congress**

The German Brand and Design Congress is the industry event for design and brand management and offers a unique forum for discussions, meeting people, and networking. In presentations and discussions of the highest calibre, the congress covers subjects that move the world of branding – today and in the future.

### **Successfully established for 10 years**

Since 2009, the German Design Council has been organising the congress series German Brand and Design Congress, which has since established itself as a successful brand. The congress was able to develop a clear, independent profile at the interface of brand and design as well as with its focus on medium-sized businesses and design-oriented industry.

### **Deals with the relevant topics and questions**

The format is intended to show relevant developments in the fields of design and branding in a practical way: How can the value of a brand be controlled by design? Why and how do brands succeed in new markets? Lectures by experts will be complemented by best-practice reports and panel discussions.

### **International Speakers**

The German Brand and Design Congress focuses on the people behind the brands and their stories. With top-class German and international speakers, the congress looks beyond the national horizon and takes place in the global arena.

### **For entrepreneurs, decision makers and experts**

The thematic range of the event is aimed particularly at managing directors as well as marketing and sales managers from trade and industry, but also at designers, engineers, teachers and students as well as at agencies from the areas of brand, communication and design. Both participants and speakers come from a variety of industries such as u.a. Automotive, telecommunications, electrical engineering and consumer goods.

### **A first-class platform**

The German Design Council is deliberately staging the congress series in selected, particularly inspiring locations: for example, the Microsoft House in Berlin, the Festspielhaus Hellerau, the Wiesbaden Museum or the Porsche Museum in Stuttgart. The programme creates a stimulating setting with many opportunities for collegial exchange and networking.

### **Organised by the German Design Council**

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer within the design, branding and innovation sectors. Its Foundation currently numbers more than 300 companies among its members. The German Design Council was founded in 1953, at the initiative of the German Federal Parliament, to support and enhance design expertise in the German economy. It pursues a wide range of activities with a single goal: to promote awareness of how to increase brand value on a sustained basis through the strategic use of design.