

## Disruptive Technology Challenge

*A unique opportunity to engage with the winners of the Disruptive Technology Challenge in Munich between the 5th and 7th November 2014 and learn what is coming out of Germany first hand.*

Ntegra Greenside Ltd, have since 1996 run an annual IT Directors Study Tour to Silicon Valley. They take a small group of C level executives focused in IT to visit technology companies who are at the epicentre of technology, innovation and disruption. Often overlooked are the burgeoning technology hubs in many other parts of the world and especially in Europe.

Bird & Bird has joined forces with Ntegra Greenside to organise a series of short Study Tours for IT leaders of major UK organisations, from both the private and public sectors, to European technology centres.

Our first tour was last year in Madrid where we jointly organised a very successful technology showcase featuring Spanish companies and this year we will be visiting Munich and focussing on innovative German technology companies.

We are currently running a competition in Germany “The Disruptive Technology Challenge” to select the companies that will present in November and the detailed programme will be available at the end of August. The focus will be on Big Data, Cyber Security and the Internet of Things.

The Disruptive Technology Challenge is open to German, Austrian and Swiss based entrepreneurs, innovators and emerging companies who are genuinely innovative and disruptive tech companies working on products related to Big Data, Cyber Security and the Internet of Things. The

top ten companies, who are unlikely to have any exposure outside of their own country, will present to delegates who attend the Tour. The first day of the showcase will be held at Bird & Bird’s Munich office and the second at SAP’s Executive Briefing Centre close to Munich airport

The Tour will be based at the famous 5\* Bayerischer Hof hotel, situated in the central area of Munich, close to the Bavarian State Opera and the Hofbräuhaus Beer Hall. Delegates will arrive on the evening of Wednesday, 5th November in time for dinner and will be free to depart by 1600 on Friday, 7th November.

As with the US Study Tour, there will be a maximum of 20 delegates in order to ensure the intimacy of the Tour. The Tour is designed for senior IT and business executives and will deal with both management and technology issues.

The cost is £2000 and covers accommodation at Bayerischer Hof hotel, all meals, travel to and from presentation locations and the organising costs. It does not cover flights or transfers between the airport and the hotel nor incidental expenses.

If you have any questions please contact either Andy Langley or Mike Portlock at Ntegra Greenside or Howard Rubin at Bird & Bird using the contact details provided below. To book a place please contact Lucy Long at Ntegra Greenside on [lucy.long@ntegra.co.uk](mailto:lucy.long@ntegra.co.uk).



# Sponsors

*This venture into Europe is founded on the knowledge and expertise of both sponsoring companies:*

## Bird & Bird

Bird & Bird is a major international law firm with a pan-European presence and numbers amongst its clients some of Europe's most innovative IT companies through its offices in 20 European cities.

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## Nitegra Greenside

Nitegra Greenside has extensive experience and success in running Study Tours for IT leaders and acts as a conduit between innovative IT vendors and IT leaders of major organisations.

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