



Mercedes-Benz

[#createthenew: me Convention from Mercedes-Benz and SXSW in Frankfurt](#)

Press Information

**Sheryl Sandberg, Dieter Zetsche, Amber Valletta, Hans Ulrich
Obrist and Buzz Aldrin talk about the future**

7 September 2017

Innovation, women in leadership roles and the workplace in the digital era – these are just some of the topics that will be discussed at the me Convention by Facebook’s Chief Operating Officer Sandberg and Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars. Astronaut Buzz Aldrin will hold a keynote address on his vision of the future in outer space, and the Artistic Director of Serpentine Galleries, Hans Ulrich Obrist, will present his current “Handwriting Project”. The topics being covered at the me Convention from Mercedes-Benz and South by Southwest® are as diverse as their interlocutors are. However one common theme unites them all – the search for an answer to essential questions about the future.

During the IAA Frankfurt, Mercedes-Benz and South by Southwest (SXSW®) for the first time will host the me Convention, a gathering of leading figures in the technology, design and creative industries, and an inspiring platform for discussing a range of future-focused topics. From 15 to 17 September 2017, under the motto #createthenew, events in the Festhalle Frankfurt will shine a light on the topics of new creation, new urbanism, new leadership, new realities, and new velocity. Forward-thinking issues will be critically discussed in workshops, at expert roundtables, in keynotes and co-working spaces, and on interactive platforms. The me Convention will take place in the festival-like setting of the Festhalle Frankfurt and comprise a series of evening events accompanied by parties and concerts in the city’s Bahnhofsviertel district.

“The me Convention is part of the systematic development of our trade fair appearances. As part of this effort, we are transforming our presence at this year’s IAA from a purely automotive one to a fair with an international convention character,” explains Dr. Jens Thiemer, Vice President Marketing

Mercedes-Benz Cars. "Our goal is to offer visitors a community experience rather than just an exhibition, dialogue rather than simply a presentation, and inspiration rather than the classic product experience. SXSW is the perfect partner for a discourse about the future, with a wide-ranging, progressive and creative audience."

From Friday to Sunday, about 150 speakers will share insight about their visions for the future through talks, panels, workshops and other innovative formats. "The Convention is unique because it provides a thoughtful dialogue about how to build a better future, and brings together a range of speakers you won't find anywhere else. From tech luminaries like Sheryl Sandberg to young artists from around the world, this conversation is important because it is as inclusive as it is creative." said Roland Swenson, founder and CEO of SXSW. "With almost 30 countries represented in the speaker lineup, we're hoping to share fresh perspectives on global challenges and opportunities, which is critical to the mission of both SXSW and Mercedes-Benz."

The event was able to recruit inspiring experts from a wide range of industries for each one of the five convention themes. **New Realities** includes the computational biologist and founder of Microbyre Dr. Sarah Richardson, Lightwave founder Rana June, cyborg advocate Neil Harbisson, Sasha Samochina from NASA Jet Propulsion Laboratory, and Daniel Friis and Bas van de Poel from SPACE10.

The **New Leadership** programme includes contributions from figures such as Flexpat co-founder Arthur Nobel, Head Stemette Anne-Marie Imafidon, Amy Vernetti, the Director Leadership Recruiting for Google's Moonshot projects, and author and entrepreneur Colin Wright.

New Realities will host individuals like Nadya Peek from the MIT Center for Bits and Atoms, Frog Design founder and designer Hartmut Esslinger, Tedi Asher, a neuroscientist at the Peabody Essex Museum, MuseumNext founder Jim Richardson, and Nick Foster, Head of Industrial Design at X - The Moonshot Factory.

Speakers in the **New Urbanism** programme include Clare Jones from what3words, biotechnology expert Vonnie Estes, Snøhetta Project Director Jette Hopp, trend researcher Oona Horx-Strathern, and Danny Shapiro, Senior Director Automotive at NVIDIA.

New Velocity has brought together presenters such as the Tibetan monk and mindfulness expert Gelong Thubten, Honest Dollar founder whurley and Greg de Temmerman, core fusion scientist at ITER. The complete line-up is available on the [website](#).

Startup Cities line-up

Which cities across the globe offer especially attractive conditions for start-ups? Where will entrepreneurs find the perfect foundation for their business models? The Startup Cities programme explores this question at the Maker's Spot. Twenty-four cities – in as many countries – that lead the way in start-ups will present their strengths: business and social environment, their specific industry focuses and funding opportunities. Sam Michel, founder and CEO of Chinwag, will present the Startup Cities program.

Start-ups interested in the Startup Cities Program and the me Convention have the opportunity to apply for free tickets at me-convention.com.

The smart urban pioneers idea contest

“smart” has been a byword for innovative mobility since 1998, so it is in line with its corporate culture for smart to organise the “urban pioneers idea contest” once again. During the me Convention, 12 national and international start-ups will face off against one another with their innovative products in the “New Urbanism” area. Participation is open to new enterprises that have developed business ideas with very good market chances, along with a business mission related to urban living solutions, urban electrical solutions, or urban environmental solutions.

Along with EUR 20,000 in award money, the winner will join the smart urban pioneers support program, which will support the start-up with various modules over the course of 12 months. The runner-up and the third-place winner will receive EUR 10,000 and EUR 5,000, respectively.

Urban Hot Spots

The me Convention creates a festival mood in Frankfurt that visitors know and love from festivals around the world, such as SXSW in Austin. After a daylong program that is both inspiring and challenging, the me Convention moves to the city, where the Urban Hot Spots welcome convention attendees and the people of Frankfurt

alike. The current hot spot is the Bahnhofsviertel, which features many new clubs, Page 4
bars, galleries and restaurants in a small space, producing a creative atmosphere
from the contrasts between the bank clientèle, the red-light district and the
fashionable restaurants.

You'll find events & parties at the following locations:

me Club im Velvet Club

Thursday, 14.09: Live from Earth 08 pm - 01 am

Friday, 15.09: Beth Ditto @ She's Mercedes 08 pm - 01 am

Saturday, 16.09: Beginner 08 pm, afterwards DJ & party

Festhalle

Friday, 15.09: Robert Johnson Theory 08 pm - 01:00 am

Location to be communicated

Friday, 15.09.: Iggy Azalea

Maxie Eisen

Friday, 15.09: IGNAZ Boys 06 pm - midnight

Saturday, 16.09: Poetry Slam Renard Yearby 18 pm - midnight

Club Michel

Friday, 15.09: Pasta Ottimo 07 Uhr - midnight

Saturday, 16.09: Livesaver Kitchen 07 pm - midnight

AMP

Thursday, 14.09: Café, Bar and Party 05 pm - 01 am

Friday, 15.09: Café, Bar und Party 05 pm - 01 am

Saturday, 16.09: Café, Bar und Party 05 pm - 01 am

Pracht

Friday, 15.09.: DJ Mercedes 06 pm - 04 am

Saturday, 16.09.: DJ Benz 06 pm - 06 am

CHEZ IMA:

Friday, 15.09: Live Dinner 06 pm - midnight

Saturday, 16.09: Chuzpe 08 am - midnight

Sunday, 17.09: Chuzpe 08 am - midnight

Galerie Rundgänger

Thursday, 14.09: Exhibition Arno Beck 10 am - 09 pm

Friday, 15.09: Exhibition Arno Beck 06 pm - 10 pm

Saturday, 16.09: Exhibition Arno Beck 06 pm - 09 pm

Tumult

Friday, 15.09 - Saturday, 16.09: ESCAPE ROOM

Rudolfstraße

Page 5

Thursday, 14.09: Exhibition „Mutter“ by p. connection

Friday, 15.09: Exhibition „Mutter“ by p.connection

Saturday, 16.09: Exhibition „Mutter“ by p.connection

About South by Southwest

SXSW is dedicated to the mission of helping creative people to make their goals a reality. Founded in 1987 in Austin, Texas, SXSW is known for its conferences and festivals, which focus on the convergence of the interactive technology, film, and music industries. SXSW shows that the most surprising things happen whenever different issues and people come together.

About the me Convention

The me Convention offers an open and inspiring platform for creative people from various industries. It focuses clearly on dialogue, interaction, interconnectivity, and entertainment. The me Convention content will cover key topics on how the future can be shaped. Together with SXSW, Mercedes-Benz has identified five relevant subject areas based on its CASE (connected, autonomous, shared & service, electric drive) strategy for the future: New Creation, New Urbanism, New Leadership, New Realities und New Velocity. The convention's motto is #createthenew.

For more information about the agenda of the me Convention, the events and the speakers, go to www.me-convention.com.

If you are interested in getting media credentials, please sign up by completing the accreditation form on the “media” page at www.me-convention.com/press. You will also find media information and images for download there.

Tickets to the me Convention can be purchased online at <https://me-convention.sxsw.com/products>.

Contact me Convention: press@me-convention.com

Contact at Mercedes-Benz:

Tobias Müller, tel. +49 (0) 711 17-7 73 68, tobias-mueller@daimler.com

Ina Schultz, tel. +49 (0) 711 17-7 68 76, ina.schultz@daimler.com

More information from Mercedes-Benz is available online at:
www.media.daimler.com and www.mercedes-benz.com