



PROGRAMME IN MUNICH

BITS AND PRETZELS

28.09-30.09 2026, MUNICH

**CONFERENCE, LEADS, FUTURE TRENDS...
OKTOBERFEST AND VALUABLE CONNECTIONS
UNFORGETTABLE PROGRAMME**



**CONSULATE GENERAL
OF DENMARK**
Munich

**INNOVATION
CENTRE**
DENMARK



DigitalLead.



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WHY?

WHY MUNICH

ECONOMIC POWERHOUSE: MUNICH IS ONE OF EUROPE'S MOST SUCCESSFUL BUSINESS LOCATIONS, FEATURING A DIVERSE, RESILIENT, AND GROWING ECONOMY.

STRONG B2B: MUNICH IS A PREMIER B2B HUB IN EUROPE, ACTING AS A POWERHOUSE FOR DEEP-TECH, AI, CYBERSECURITY AND INDUSTRIAL INNOVATION. IT BOASTS OVER 2,500 STARTUPS, 140+ VC FIRMS, AND CORPORATES. MAKING IT IDEAL FOR ENTERPRISE-LEVEL SALES, TECHNOLOGY PARTNERSHIPS, AND SPECIALIZED B2B SERVICES.

CORPORATE HEADQUARTERS: MAJOR COMPANIES SUCH AS SIEMENS, ALLIANZ, BMW, AND MICROSOFT (GERMANY HQ) ARE LOCATED HERE, OFFERING UNIQUE OPPORTUNITIES FOR PARTNERSHIPS.

INNOVATION & TECH HUB: IT IS A LEADER IN AUTOMOTIVE, IT, AI, AND AEROSPACE, OFTEN REFERRED TO AS A "SILICON VALLEY OF EUROPE" WITH A STRONG FOCUS ON HIGH-TECH SECTORS.

UNRIVALED STARTUP ECOSYSTEM AND TOP TALENT POOL: MUNICH IS A PREMIER EUROPEAN STARTUP HUB WITH OVER 2,500 STARTUPS, ATTRACTING €2.7 BILLION IN FUNDING IN 2025, THE LARGEST CONCENTRATION OF STARTUPS IN GERMANY, ALSO, MUNICH HAS TOP-TIER UNIVERSITIES LIKE TECHNICAL UNIVERSITY OF MUNICH (TUM) AND LUDWIG-MAXIMILIANS UNIVERSITY (LMU) ENSURES ACCESS TO HIGHLY QUALIFIED PROFESSIONALS.

WHY BITS AND PRETZELS

BITS & PRETZELS - THE BIGGEST START-UP CONFERENCE IN GERMANY AND THE MOST RELEVANT CONFERENCE IN EUROPE - THIS YEARS TITLE: HUMAN AFTER ALL.

BITS & PRETZELS HOSTS 7,500 FOUNDERS, INVESTORS, AND INDUSTRY LEADERS FOR THREE DAYS FULL OF LEARNING, NETWORKING & DOING BUSINESS DURING MUNICH OKTOBERFEST.

WHETHER YOU'RE A FOUNDER, INVESTOR, OR CHANGEMAKER, BITS & PRETZELS IS YOUR PLATFORM TO MAKE A LASTING IMPACT. TOGETHER, WE CAN CREATE OPPORTUNITIES, EMPOWER INNOVATION, AND INSPIRE THE NEXT GENERATION OF LEADERS.

**DOING BUSINESS AT THE MUNICH OKTOBERFEST SOUNDS CRAZY? IT IS - BUT THE MOST UNIQUE NETWORKING EXPERIENCE YOU'LL EVER MAKE!
THE CONCEPT:**

- **+300 TABLES AT SCHOTTENHAMEL TENT**
- **250 TABLE CAPTAINS: INDUSTRY EXPERTS HOSTING A TABLE**
- **2 ORGANIZED LIQUID NETWORKING SESSIONS**
- **1 UNIQUE EXPERIENCE: THAT LASTS A LIFETIME, BE THERE TO BELIEVE THAT**

WHY PARTICIPATE

THE PROGRAMME IS A PROGRAMME TARGETED AT DANISH SME'S INTERESTED IN GAINING INSIGHT AND KNOWLEDGE REGARDING THE GERMAN MARKET, FUTURE TRENDS AND RESEARCH, FUNDING OPPORTUNITIES AND LOOKING TO ENTER THE GERMAN MARKET THROUGH PARTNERSHIPS (B2B).

THE PROGRAMME COMBINES:

- **1-ON-1 MEETINGS**
- **EXPERT WORKSHOPS/WEBINAR**
- **BUSINESS DEVELOPMENT**
- **NETWORKING**
- **FUNDING OPPORTUNITIES**
- **CONFERENCE EXHIBITION AND**
- **THE WORLD-FAMOUS OKTOBERFEST EXPERIENCE**

TECH: CYBERSECURITY, AI, DEFENCE, DIGITALISATION ETC.

ORGANIZED BY



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PRACTICALITIES

PRICES

**PRICE PER COMPANY
INCL. 2 TICKETS AND A BOOTH (ONE DAY) AT
BITS AND PRETZELS
DKK 12.300 (*SME + DE MINIMIS)**

**PRICE PER COMPANY
INCL. 1 TICKET AT BITS AND PRETZELS
DKK 7.380 (*SMV + DE MINIMIS)**

**PRICE PER EXTRA TICKET
DKK: 2.460 (MAX 2 EXTRA PER COMPANY)**

**CORPORATE
PLEASE CONTACT LOTTE, LOTNOR@UM.DK**

***SME DE MINIMIS RULES APPLY. THE PRICE DOES NOT INCLUDE
TRAVEL AND ACCOMMODATION.**

HOTEL AND FLIGHT

**WE HAVE MADE A HOTEL PREBOOKING CLOSE TO
THE MESSE. IF YOU WANT TO USE THIS
OPPORTUNITY PLEASE BE AWARE OF DEADLINES
AND ASK LOTTE FOR A FORMULAR BEFORE
BOOKING.**

**NOVOTEL MÜNCHEN MESSE, [NOVOTEL.COM](https://www.novotel.com),
WILLY-BRANDT-PLATZ 1 – 81829 MÜNCHEN –
GERMANY,
T +49 (0)89 99 400 9000**

**PRICE PER NIGHT:
€ 275,00 SINGLE ROOM /NIGHT AND
€ 301,00 DOUBLE ROOM/NIGHT**

**FLIGHTS:
PLEASE BOOK YOUR OWN FLIGHTS**

**WE RECOMMEND FLYING TO MUNICH
SUNDAY 27 SEPTEMBER AFTERNOON
AND RETURN TO DENMARK
WEDNESDAY 30 SEPTEMBER AFTERNOON**

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INTERESTED?

CONTACT



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DEADLINE FOR REGISTRATION
30 JUNE 2026

LIMITED SPOTS
(DUE TO BOOTHS AND FUNDING)
– SO BE THERE OR BE TOO LATE!

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