DIGITAL X 2019

Digitalisation is influencing and altering our lives. Yesterday. Today. And even more in the future. This affects everyone – big or small. 99% of the companies located in Germany belong to the German middle class. According to the Digitization Index, only 48% of these companies were fully digitized before 2018. After a brilliant start to the DIGITAL X initiative in 2018 with more than 15,000 visitors, over 200 partner companies and 100 speakers, the challenge in 2019 was to take the initiative to a new level in order to further underpin the claim of establishing a broad, long-term initiative. Deutsche Telekom took up this challenge with DIGITAL X 2019 to support its target group - companies from start-ups to SMEs and DAX-listed corporations - in their digitization efforts.
DIGITAL X unites makers, visionaries, pioneers, and digital experts in a broad network. The breadth of topics at DIGITAL X is inspiring, while its depth of content shows how digitalisation makes our lives easier, better, and faster, today and in the future.
The DIGITAL X 2019 series starts with six regional events, with in total 10,000 visitors. The goal here is to consider digitalisation in a very focused, region-specific way.
The 2019 national finale of DIGITAL X in Cologne reached more than 30,000 interested visitors – from start-ups to massive conglomerates.
More than 300 top speakers on thirty stages. From visionary future scenarios through interactive speeches in direct exchange with the audience to discussions on controversial topics.
Over a total area of 20,000m², over 200 partners present their ideas and concrete solutions: from autonomous driving cars, Volocopters Flight-Taxi, Full-Body VR-Experiences to a Solar-Car from Lightyear, Cloud Gaming and 3D-Bodyscans. The participants even had the chance to implant an NFC-Chip and to experience "Biohacking" on their own.

In the Start-Up Square, innovative start-ups have their own area to present their ideas to decision makers.

The DIGITAL X evening events also focus on networking deciders and digital experts: at the "Kölsche Nacht", which brought over 4,500 visitors to Cologne's much-loved Aachener Strasse party district, partners were able to take over bars, restaurants and clubs for one evening and invite guests and interested visitors.

The final event of the two-day DIGITAL X in Cologne – which was at the same time the big final of 2019s DIGITAL X Event-Series was a grand party in Germany's best club, the "Bootshaus", with bumper cars, food stations and star DJ Robin Schulz.

By the end of 2019, DIGITAL X had raised the digitization index for German SMEs to 56% - clearly exceeding its target of at least 50%. DIGITAL X has thus demonstrably contributed to faster, more secure and competence-driven digitization within German SMEs. This is accompanied by the DIGITAL X initiative establishing itself as a year-round contact for start-ups, SMEs and Dax corporations as an educational platform.

This is the reason why DIGITAL X became Europe's leading digitization initiative right from the start.