



## Press release

02/2007

### DLD - A Time to Make Trends

#### "Germany - Land of Ideas" Partners with the DLD (Digital, Life, Design) Conference

**Berlin, Jan 22, 2007** - The "Germany - Land of Ideas" nation-branding initiative is one of the cooperation partners to the 3<sup>rd</sup> "Digital, Life, Design" (DLD) conference in Munich, which runs through Jan 23, 2007. As in previous years, the publisher Dr. Hubert Burda and high-tech investor Dr. Yossi Vardi are its patrons.

DLD is seen as Europe's leading international conference on the opportunities opened up by worldwide digitisation. Two days before the World Economic Forum (WEF) in Davos, 700 German and international experts come together to discuss the future markets, society, and lifestyles.

The "Germany - Land of Ideas" initiative will participate in the conference by sending some of the promising protagonists from its exhibition, "100 Minds of Tomorrow - The Future in the Land of Ideas." These young creative minds are a perfect complement to DLD07's thematic focus. They will be represented by Lars Hinrichs, founder of the successful Internet platform "Xing", who will speak about "The Link Society".

Dr. Marcel Reichart commented: "As the digital avant-garde from all over the world convenes in Germany, 'Germany - Land of Ideas' and DLD perpetuate the spirit of the 2006 World Cup fort and create a platform for networking and joint projects in emerging markets." Reichart is Managing Director R&D, Marketing and Communications at Hubert Burda Media, a position he shares with Stephanie Czerny, who also co-hosts the DLD with him.

Mike de Vries, the initiative's Managing Director, pointed to the special importance of building networks: "Hubert Burda Media pushed open the door to an Age of Digitization years ago by introducing the DLD innovation conference in Munich. The DLD has been part of Germany's contemporary image ever since, and the 'Germany - Land of Ideas' nation-branding initiative seeks to convey this contemporary image in Germany and beyond."

Another one of the "100 Minds of Tomorrow" will perform at the presentation of the "Aenne Burda Award for Creative Leadership": the internationally renowned jazz trumpeter Till Brönner.

Detailed information about the "Germany - Land of Ideas" initiative and the DLD is posted

[www.land-the-ideas.de](http://www.land-the-ideas.de)

[www.dld-conference.com](http://www.dld-conference.com)

#### Editor:

Deutschland - Land der Ideen  
FC Deutschland GmbH  
Unter den Linden 74  
D-10117 Berlin

[www.land-der-ideen.de](http://www.land-der-ideen.de)  
[www.land-of-ideas.org](http://www.land-of-ideas.org)

.....

#### Press contact:

Janka Hegemeister  
Public Relations  
Telephone + 49 [0] 30/206 459-29  
Mobil + 49 [0] 174/190 65 31  
Telefax + 49 [0] 30/206 459-37  
[hegemeister@land-der-ideen.de](mailto:hegemeister@land-der-ideen.de)



## The Initiators

Munich's **DLD (Digital - Life - Design)** conference will be held Jan 21 - 23, 2007 in the HypoVereinsbank Forum. Publisher Dr. Hubert Burda and high-tech investor Dr. Yossi Vardi are its patrons for the third time now, as they bring together internationally leading experts, designers and pioneers from digital industry, the media, art and design. Two days before the World Economic Forum (WEF) in Davos, 700 participants meet (by invitation only) to share new developments. Information about the conference, updated daily, is posted at: [www.dld-conference.com](http://www.dld-conference.com), along with a live stream of the conference. DLD07 is carbon-neutral.

Your contact: Susanne Bömmel, Hubert Burda Media Press Communications, Tel. +49 (0)89/9250-3509, [susanne.boemmel@burda.com](mailto:susanne.boemmel@burda.com)

## About "Germany - Land of Ideas"

"Germany - Land of Ideas" is a joint nation branding initiative by Germany's public and private sectors, the latter represented by the Federation of German Industry (BDI). The aim of the initiative is to portray Germany, at home and abroad, as an innovative, cosmopolitan and enthusiastic country. The patron of the initiative is Germany's Federal President Horst Köhler; Mike de Vries coordinates the initiative as Managing Director of the FC Deutschland GmbH. The initiative realises various core projects: the "365 Landmarks in the Land of Ideas" event series, an international Media Service and the FanClub. In collaboration with the federal location marketing agency, the initiative also realises - with the support of the Federal Ministry of Economics and Technology - the "Invest in Germany - Land of Ideas" campaign.

### Editor:

Deutschland - Land der Ideen  
FC Deutschland GmbH  
Unter den Linden 74  
D-10117 Berlin

[www.land-der-ideen.de](http://www.land-der-ideen.de)  
[www.land-of-ideas.org](http://www.land-of-ideas.org)

.....

### Press contact:

Janka Hegemeister  
Public Relations  
Telephone + 49 [0] 30/206 459-29  
Mobil + 49 [0] 174/190 65 31  
Telefax + 49 [0] 30/206 459-37  
[hegemeister@land-der-ideen.de](mailto:hegemeister@land-der-ideen.de)