

# Press Release

Berlin, June 23, 2017

## ESMT Berlin students organize “DigitalFuture Summit”

- **June 23 conference examines chances and challenges of digitalization for upcoming generation of entrepreneurs**
- **International line-up includes leading companies such as Allianz, Daimler, Facebook, Google, McKinsey & Company, and Microsoft**

The [DigitalFuture Summit](#) will be held on June 23 at ESMT Berlin. The one-day conference, which has been organized by highly motivated Master’s in Management (MIM) students, focuses on the chances and challenges of digitalization for the upcoming generation of entrepreneurs. Benedict Aicher, the head of the DigitalFuture Summit and MIM student at ESMT Berlin, comments, “The DigitalFuture Summit is an event organized by students for students. Participants have the opportunity to engage with leading companies, apply their knowledge in hands-on workshops, and network with fellow participants. Our goal is connecting the future generation of entrepreneurs with the future of digitalization.”

The morning’s keynote presentations and panel discussion will include speakers such as Christof Mascher, chief operating officer at Allianz; Johannes Bruder, chief operating officer at Rocket Internet; and Markus Hägele, head of DigitalLife at Daimler. The first workshop sessions include representatives from companies such as Babbel, an innovative education company; ShareTheMeal, an initiative of the UN World Food Programme (WFP); Klöckner & Co, an internationally operating steel and metal distributor; and Vattenfall, an energy company. After further keynotes by Martin Ott, managing director Central Europe at Facebook, and Rafael Westinner, partner at McKinsey & Company, the second workshop sessions will be guided by experts such as Phil Loewen, associate partner at Infosys Consulting; Daniel Worlikar, account executive for public sector at Microsoft; and Peter Bückle, associate product marketing manager at Google. In the evening, masterclasses will provide interesting insights into other well-known enterprises. Experts include Claudia Helming, founder and managing director at DaWanda, and Lars Hinrichs, chief executive officer at Cinco Capital and founder of XING.

For event information, visit [www.digitalfuture-esmt.berlin](http://www.digitalfuture-esmt.berlin).

### Press contact

Martha Ihlbrock, +49 (0)30 21231-1043, [martha.ihlbrock@esmt.org](mailto:martha.ihlbrock@esmt.org)

Tina Rettschlag, +49 (0)30 21231-1066, [tina.rettschlag@esmt.org](mailto:tina.rettschlag@esmt.org)

### About ESMT Berlin

ESMT Berlin was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master’s in management, as well as open enrollment and customized executive education programs. ESMT focuses on three main topics: leadership and social responsibility, European competitiveness, and the management of technology. ESMT faculty publishes in top academic journals. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. The business school is based in Berlin, Germany, with Schloss Gracht as an additional location near Cologne. ESMT is a private business school with the right to grant PhDs and is accredited by the German state, AACSB, AMBA, EQUIS, and FIBAA. [www.esmt.org](http://www.esmt.org)