



Contact Anne Wendel
Phone +49 69 66 03-1466
E-Mail anne.wendel@vdma.org
Date 12 October 2020

Looking for the "VISION Start-up 2020"

- **Digital Pitch Session for Start-ups on 11 November 2020**
- **Application possible until 28 October 2020**

Frankfurt/Stuttgart, 12 October 2020 – Inspiring established companies with fresh ideas - this is the aim of the VISION Start-up Pitch Session, which will be held for the first time in November. "Young companies bring additional dynamism to the sector precisely with their innovations: whether software in the field of artificial intelligence and Deep Learning or the latest camera technology or exciting vision systems," says Florian Niethammer, Project Manager for VISION, the world's leading trade fair for machine vision. For this reason, all company founders in the sector are being called upon to apply for this year's VISION Start-up Pitch Session on 11 November.

Together with VDMA Machine Vision and the VDMA Startup-Machine network, Messe Stuttgart will set the stage for the participants to present themselves and all the benefits they offer. "Anyone who has the confidence to take the machine vision industry to the next level with his business idea and potential should throw his hat in the ring," says Anne Wendel, Director of VDMA Machine Vision. "We offer a great opportunity for everyone to amaze the decision-makers in the industry and their customers with revolutionary thoughts and suggestions for innovative solutions," adds Florian Niethammer.

The start-ups to participate in the pitch session will be selected by a jury of experts. At the end of the pitch, the spectators of the pitch session will determine the "VISION Start-up 2020". The winner will be able to take part in the VISION Start-Up World 2021 at the trade fair free of charge and will be honored in various channels of the VDMA publicity work.

Eligible to participate are legally independent companies with an innovative business model or visionary product development, which were founded during

the last 6 years, have a maximum of 20 employees and an annual turnover not exceeding 5 million Euros. The language of the presentations is English.

Interested start-ups can apply online until 28 October 2020 on the following link: startup-pitch.vision-messe.com.

About VISION

VISION, the world's leading trade fair for machine vision, will take place in Stuttgart (Germany) from 5 to 7 October 2021. Every two years, the trade fair covers the entire spectrum of machine vision technology. In addition to first-class exhibitors from all over the world, it also impresses with its varied accompanying programme. Proven formats, such as the world's largest presentation forum for machine vision, the "Industrial VISION Days", will also take place in 2021. (www.messe-vision.de)

The VDMA represents about 3300 German and European companies in the mechanical engineering industry. The industry represents innovation, export orientation, medium-sized companies and employs about four million people in Europe, more than one million of them in Germany.

As part of the VDMA Robotics + Automation Association, **VDMA Machine Vision** has more than 115 members: suppliers of machine vision systems and components as well as integrators. The aim of this industry-driven platform is to support the machine vision industry through a wide range of activities and services. Key areas of work are statistical analyses and the annual market survey Machine Vision, standardisation activities, marketing, public relations, trade fair policy and networking events and conferences. Further information can be found at: <http://ibv.vdma.org>