

MEDIA INFORMATION

Hamburg Events at SXSW 2017



While SXSW Interactive will be particularly in the focus of a growing number of visitors, the festival is one of the best opportunities for startups to present their ideas to the public and to potential investors. For the audience at SXSW, it's a great chance to get inspired by innovative business concepts, festivals and conferences coming from Hamburg (Germany) – one of the most creative business locations in Europe.

www.marketing.hamburg.de/sxsw.html

Saturday, March 11th

2 – 4 p.m.

TexConnect
Exclusive Matchmaking

HAMBURG AUSTIN SPEED DATING: HAMBURG@SXSW
For the 4th year, a VIP group of executives, entrepreneurs, investors and media will arrive from [Hamburg, Germany](#) for SXSW. Please join us for an exclusive **Speed Dating Event** to meet the city's top professionals and startup founders. This invitation is only being offered to 20 individuals from the US who will meet with 20 members of the Hamburg delegation. Please RSVP today.

Featured Startups: [Horse Analytics](#) (SXSW Accelerator finalist) // [Baqend](#) // [Nüwiel](#) // [Retrobrain](#) // [Appinio](#) // [Connected Health](#) // [Picalike](#) // [Puttview](#)

For media-invitation please contact us: matthias.beer@marketing.hamburg.de

Reeperbahn Hamburgers
c/o Downtown Burgers
503 E Cesar Chavez St
<https://goo.gl/maps/C9k79>

4 – 7 p.m.

Reeperbahn Hamburgers Reception Interactive Edition 1
Networking

BEST HAMBURGERS IN TOWN!
Over free drinks and Texas burgers, meet with representatives from Hamburg's digital industries and find out about plans and partnership opportunities in Hamburg for 2017 and beyond. +++
SXSW badge holders only +++

Please RSVP here: <https://www.eventbrite.de/e/reeperbahn-hamburgers-interactive-4pm-7pm-daily-tickets-32289426544>

Reeperbahn Hamburgers
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Sunday, March 12th

12:30 p.m.
- 1:30 p.m.

Tech for Good: Solutions for the Refugee Crisis
SXSW Panel

Participants from different backgrounds in the technology sector will discuss how technology and communities can be used to create solutions for the greater good. With a focus on the refugee crisis, panelists will discuss practical projects they are involved in, ideas, visions and outline ways of how you can use your own skills to make a difference. This panel consists of Harald Neidhardt as the moderator, Aape Pohjavirta, founder of Funzi, a language learning app, Mike Butcher, founder of the initiative TechFugees and Paula Schwarz, founder of the Startupboat.

[JW Marriott](#)
[Room 201-202](#)
110 E 2nd St

Speaker:

[Aape Pohjavirta](#), Fonzilife Oy
[Harald Neidhardt](#), MLOVE Inc (Hamburg)
[Mike Butcher](#), TechCrunch/TechFugees et al
[Paula Schwarz](#), StartupAID

<http://schedule.sxsw.com/2017/events/PP61382>

3.45 p.m.

NÜWIEL at Smart City Day Panel at SXSW

Connected technologies are transforming cities. Through a series of lightning talks (no boring panels allowed), mayors, city technology officers and entrepreneurs will showcase what they are doing, what works, what is needed and what is to come.

At 3.45 p.m. with speaker Natalia Tomiyama, Founder of NÜWIEL (Hamburg)

<https://www.eventbrite.com/e/smart-city-day-sxsw-tickets-31124861298>

Choose San Antonio House
(aka Half Step Bar)
75 1/2 Rainey St

4 - 7 p.m.

Reeperbahn Hamburgers Reception Interactive Edition 2
Networking

BEST HAMBURGERS IN TOWN!

Over free drinks and Texas burgers, meet with representatives from Hamburg's digital industries and find out about plans and partnership opportunities for 2017 and beyond. +++ SXSW badge holders only +++

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c/o Downtown Burgers
503 E Cesar Chavez St
<https://goo.gl/maps/C9k79>

Please RSVP here: <https://www.eventbrite.de/e/reeperbahn-hamburgers-interactive-4pm-7pm-daily-tickets-32289426544>

Monday, March 13th

5 - 6 p.m.

The Product People Shift SXSW Panel

Product management is suddenly hip. How could that happen? Despite lacking some of the 'big business' glamor, product management is where the action is today. Product managers are no longer the groupies of the tech scene - they're a key part of the band. It is they who ultimately create value out of technology and code, of design and user experience (UX) with a clear focus on humans. We no longer call the audience users or consumers, but people—or human beings. This session will discuss why we see a shift to product and product thinking, to people and human-centered design and to product people who make all this magic happen.

JW Marriott
Salon H
110 E 2nd St

[Arne Kittler](#), XING AG (Hamburg)
[Emily Tate](#), TripCase
[Ina Feistritz](#), SinnerSchrader (Hamburg)
[Martin Recke](#), SinnerSchrader (Hamburg)

<http://schedule.sxsw.com/2017/events/PP61575>

3 - 7 p.m.

Burgers and Bubbles: Digital Media Women Networking

Powered by the German platform Digital Media Women (DMW)
The initiative was founded in Hamburg and is the biggest community of women in media and tech in Germany, with strong links to international networks. It provides an international platform to discuss, deliberate and create visibility around Digital Leadership and ideas that matter most to women and men.

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Please RSVP here:

<https://www.eventbrite.com/e/burgers-bubbles-digital-media-women-tickets-31649403217>

Wednesday, March 15th

4 – 7 p.m. **Reeperbahn Hamburgers Reception - Music Edition**

Over free drinks and Texas burgers meet with representatives from Hamburg's music industry and find out about plans and partnership opportunities for 2016 and beyond. +++ *SXSW badge holders only* +++

Please RSVP here:

<https://www.eventbrite.de/e/reeperbahn-hamburgers-music-4pm-7pm-daily-tickets-32029101906>

Reeperbahn Hamburgers
c/o Downtown Burgers
503 E Cesar Chavez St
<https://goo.gl/maps/C9k79>

8 p.m. –
2 a.m.

Reeperbahn Festival Showcase

official SXSW Showcase presented by [Reeperbahn Festival](#)

8 pm - THE GIFT (Portugal)

9 pm - HOLLY MACVE (UK) **ANCHOR 2016 Nominee**

10 pm - ALBIN LEE MELDAU (Sweden) **ANCHOR 2016 Winner**

11 pm - DIE HEITERKEIT (Hamburg, Germany)

12 am - NOGA EREZ (Isreal)

1 am - GURR (Germany)

Doors open: 7.00 PM. +++ SXSW badge holders only +++

Esther's Follies
525 E 6th St

Thursday March 16th

4 - 7pm

Music Cities Mixer

Music Cities Mixer, presented by Music Cities Network and the cities of Aarhus, Groningen, Hamburg and Sydney, will be a musical mash-up of these international hotspots discussing the future of music across the globe. Join us for free Texas burgers, drinks, and great conversation on the future of music across the globe. +++ *SXSW badge holders only* +++

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Updates and further information at our digital press-kit:

www.marketing.hamburg.de/sxsw.html

Media Contact: matthias.beer@marketing.hamburg.de