PROGRAM HIGHLIGHTS
SXSW 2019
GRAEBER HOUSE
410 EAST 6TH STREET

GERMAN HAUS
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410 EAST 6TH STREET
HIGHLIGHTS

10:00AM-12:15PM  LUFTHANSA FLYINGLAB – OPEN NEW HORIZONS*
CONFERENCE with Live Performances by Chagall and Moritz Simon Geist

1PM-2:30PM  THE RISE OF PLATFORM BUSINESS MODELS: CAN EUROPE COMPETE?*
EXPERT PANEL hosted by Convent and ZEIT ONLINE

3:30PM-3:45PM  STATE OF (GERMAN) MOBILITY & DIGITALIZATION*
KEYNOTE by Dorothee Bär, Minister of State for Digitalization at the Federal Chancellery

3:45PM-4:30PM  STATE OF (GERMAN) URBAN MOBILITY
EXPERT PANEL An expert panel discussion on the Future of Urban Mobility whether it will be autonomous, shared, electrified, or aerial

5PM-6PM  SMART CITIES, AI AND MACHINE LEARNING: WHAT TO DO WITH ALL THIS DATA?
ROUND TABLE hosted by German Center for Research and Innovation – DWIH New York

8PM-2AM  TOA WORLDTOUR SXSW: KLUBNACHT
SHOWCASES & PARTY with Live Performances by Sofia Portanet and Ace Tee & Kwam E.
SUNDAY | MARCH 10 | 10AM–7PM

**HIGHLIGHTS**

**10AM-11AM**
**EXPERT PANEL**
THE FUTURE OF WORK. HOW ALGORITHMS CHANGE THE WORKPLACE*
hosted by KPMG, WirtschaftsWoche and ada

**11:30AM-12:30PM**
**EXPERT PANEL**
IS THE FUTURE OF TECHNOLOGY HUMAN?*
hosted by LabCampus Munich

**2:00PM-2:30PM**
**FIRESIDE CHAT**
HOW TO BE INNOVATIVE AFTER 130 YEARS
a conversation on the challenges on becoming or staying agile

**2:30PM-3:45PM**
**EXPERT PANEL**
MAKING AI WORK FOR US: ON THE FUTURE OF HUMAN WORK IN THE ERA OF SMART MACHINES
with Björn Böhning, State Secretary of Labour and Social Affairs, Olaf Groth and Aleksandra Przegalinska

**4PM-5PM**
**FIRESIDE CHAT**
ROBO-PSYCHOLOGY AND AI-CULTURE: WHAT HAPPENS WHEN AI & ROBOTS MEET CULTURE & SOCIETY?
with Prof. Martina Mara and Holger Volland
hosted by Frankfurter Buchmesse and Arts+

**8PM-12AM**
**SHOWCASES & PARTY**
WUNDERBAR MUSIC SUNDAY
presented by Initiative Musik
with Live Performances by Emma Elisabeth and ORI
NEW INDUSTRIES & NEW MEDIA
MONDAY | MARCH 11 | 10AM–8PM

HIGHLIGHTS

9:30AM-11AM  VAST (FORWARD) BREAKFAST NETWORKING
Start the Day with some New Media Networking

11:00AM-1:00PM  NEXT MEDIA ACCELERATOR | SEQUENCER TOUR*
MATCHMAKING
Matchmaking Session for New Media Innovators

2:30PM-3:30PM  AI EXPERT ROASTING
ROUND TABLE
Interactive session with AI experts presenting real-life AI
applications from various industries

3:45PM-4:45PM  SMART FROM WOMB TO TOMB
EXPERT PANEL
How robots, AI, VR, IoT and wearables can help us
at every (st)age.

6:30PM-8PM  MEDIA START-UP NIGHT
PITCHES & NETWORKING
MediaLab Bavaria invites you to a night of elevator pitches
and networking

9PM-12AM  WUNDERBAR MONDAY: MUNICH AND FRIENDS
OFFICIAL SHOWCASES
with Live Performances by Jazzrausch Bigband,
Gaddafi Gals and Kelvyn Colt

* formats marked with an asterisk require pre-registration;
walk-up on the day for SXSW badge holders possible
CREATIVE TECHNOLOGY
TUESDAY | MARCH 12 | 10AM–1AM

HIGHLIGHTS

9:30AM-11:45AM  BREAKFAST PITCH CLUB*
PITCHES & NETWORKING  hosted by Hamburg Startups and WickedWork, powered by NIVEA

10:00AM-01:00AM  CREATIVE TECH | IMMERSIVE EXPERIENCES & NEW TECHNOLOGIES
IMMERSIVE EXPERIENCE  Interdisciplinary Installations, Screenings & Performances

2PM-2:45PM  HOW TO ACHIEVE A GENDER BALANCE IN THE MUSIC SECTOR
EXPERT PANEL  hosted by Reeperbahn Festival and Keychange

3PM-4PM  THE FUTURE OF US: CREATING IMMERSIVE EXPERIENCES IN EXTENDED REALITIES
EXPERT PANEL  hosted by Reeperbahn Festival & Sequencer Tour, curated by WickedWork

5PM-7PM  MUSIC TECHNOLOGY QUICK-PITCHES & 3MIN.ME NETWORKING
PITCHES & NETWORKING  hosted by MusicTech Germany, Abbey Road Red and Eleven Advisory

8PM-2AM  CREATIVE TECH SHOWCASES
OFFICIAL SHOWCASES  presented by WickedArtists and Initiative Musik with Live Performances by Robot Koch & Delhia de France, Chagall, Laura Kriefman
WUNDERBAR MUSIC & GLOBAL MUSIC CITIES
WEDNESDAY | MARCH 13 | 10:30AM–2AM

HIGHLIGHTS

FACTOR NIGHTLIFE: GLOBAL MUSIC CITIES & NIGHT TIME ECONOMY

2:30PM-3:30PM  NIGHT TIME ADVOCACY: EMPOWERING CREATIVE COMMUNITIES
EXPERT PANEL  hosted by vibelab and the German Center for Research and Innovation New York

3:30PM-4:30PM  HOW TO BECOME A 24 HOUR CITY | SAFETY AT NIGHT | PEOPLE-CENTERED DESIGN
ROUND TABLES  Think Tank Discussions on Innovative Strategies for Urban Planning

WUNDERBAR MUSIC AT SEVEN GRAND | 405 EAST 7TH STREET

10:30AM-11:30AM  MUSIC INDUSTRY BREAKFAST
hosted by the German Federal Music Industry Association (BVMI)

11AM-12PM  FACTS, FIGURES AND THE VALUE OF MUSIC: US-GERMAN MUSIC MARKET INSIGHTS
EXPERT PANEL  hosted by the German Federal Music Industry Association (BVMI)

1PM-6PM  WUNDERBAR BBQ
Pre-Registration required | Doors open at 12:00PM

2PM-6PM  WUNDERBAR: GERMAN MUSIC DAY
SHOWCASES  presented by Initiative Musik with Jazzrausch Bigband, Suzan Köcher, Gurr, Wolf & Moon

8PM-2AM  WUNDERBAR: GERMAN MUSIC NIGHTS
OFFICIAL SHOWCASES  presented by Initiative Musik with Moritz Simon Geist, Daniel Brandt, Ace Tee, Komfortrauschen, Sofia Portanet, Alice Phoebe Lou and Josin, Robot Koch & Delhia de France, Byrke Lou, Gaddafi Gals, Catnapp

Pre-Registration required | Doors open at 12:00PM
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:30AM-11AM</td>
<td><strong>MUSICTECH BREAKFAST FOR CREATIVES, INCUBATORS, AND INVESTORS</strong></td>
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<td>hosted by MusicTech Germany</td>
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<td>10AM-8PM</td>
<td>**CREATIVE TECHNOLOGY</td>
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<td>Interdisciplinary Installations, Performances, and Creative Tech Presentations</td>
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<td>11AM-1PM</td>
<td><strong>MUSIC UNCHAINED: ARTIFICIAL INTELLIGENCE &amp; CREATIVITY</strong></td>
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<td>Keynote, Lightning Talks, Round Table Discussion on the Future of Creativity</td>
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<td>2PM-3PM</td>
<td><strong>SCIENCE &amp; ARTISTRY RESEARCH &amp; COMMERCIALIZATION</strong></td>
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<td>An open discourse on how to fuse art, science and technology</td>
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<td>3:15PM-4:30PM</td>
<td>**CREATIVE TECHNOLOGY</td>
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<td>Opportunities and challenges for creatives, artists and innovators</td>
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<td>8PM-2AM</td>
<td><strong>WUNDERBAR MUSIC THURSDAY</strong></td>
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<td>presented by Initiative Musik with Live Performances by JOSIN, GURR, KOMFORTRAUSCHEN and a GADDAFI GALS DJ Set</td>
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GERMAN PAVILION | SXSW TRADE SHOW
SUN, MARCH 10 – WED, MARCH 13
GERMAN PAVILION AT AUSTIN CONVENTION CENTER
4TH STREET ENTRANCE, EXHIBIT HALL 4, BOOTH 211
SUN – TUE FROM 11AM–6PM & WED FROM 11AM–2PM

SUN 03/10
11AM-11:30AM
OPENING GERMAN PAVILION

COMPANY PRESENTATIONS:

SUN 03/10
1:30PM-3:50PM
BEST OF GERMANY:
NEW MOBILITY & SMART CITIES
with ViaVan, BlueGo, Hamburg Aviation, Blickfeld, LabCampus, SEnovation

MON 03/11
11:30AM-12:30PM
BEST OF GERMANY: NEW WORK – ORGANIZATIONS, INITIATIVES, CULTURE
with DCMN, Infected – Virtual Reality, Wunderbar Together

MON 03/11
1:30PM-3:50PM
BEST OF GERMANY: INTERNATIONALIZATION
with ChinaBriefs.io, VIOND, Innovation Hub Germany, Internet Governance Forum, Silicon Surfer

TUE 03/12
11:30AM-12:30PM
BEST OF GERMANY: HEALTHTECH, WELLBEING & SOCIAL IMPACT
with Coldplasmatech, World Food Programme

TUE 03/12
1:30PM-3:50PM
BEST OF GERMANY: NEW TECHNOLOGIES
with Kontextlab, ZDF Digital, team neusta, ux.ftt, Musimap, Babbel

SUN 03/10 – TUE 03/12
12:30PM-1:30PM
WUNDERBAR MUSIC | LIVE PERFORMANCES
with Sofia Portanet (Sun), Wolf & Moon (Mon), Suzan Köcher (Tue)