

## **German Innovation Awards 2019: The competition for the best innovation achievements – now open for international participants**

Frankfurt am Main, 5 November, 2018

**Starting today, companies can register for the German Innovation Awards 2019, the competition of the German Design Council, which recognises innovations with an effect: no matter if it's a detailed solution, a process or a product. Given that innovations, in their capacity as a differentiating competitive factor, are an integral part of today's markets, in this second year of the German Innovation Awards, we have decided to make their scope international.**

With the German Innovation Awards, the German Design Council has established a prize that recognises the best and most effective innovations – namely solutions, detailed innovations and services that genuinely create added value for users. With 650 participants, the awards received an overwhelming response in their first year which showed that successful product innovation provides an ideal opportunity for communication and networking. The awards ceremony will take place on 29 May 2019 at the German Museum of Technology (Deutsches Technikmuseum) in Berlin.

The 2019 German Innovation Awards will be granted in two classes. In the »Excellence in Business to Consumer« and »Excellence in Business to Business« categories, the jury will bestow one Gold and up to ten Winner awards. The jury will also grant Special-Mention awards for specific aspects of product innovation.

### **Further information and participation documents:**

- <https://register.german-innovation-award.de/>

### **The most important information at a glance:**

- Deadline for registrations: 1 February 2019
- The awards ceremony: 29 May 2019, German Museum of Technology, Berlin

### **Jury members:**

- Chairman of the jury: Andrej Kupetz, CEO German Design Council, Frankfurt am Main
- Lutz Dietzold, Vice Chairman of the Board German Design Museum Foundation,



**Rat für Formgebung**

German Design Council

Frankfurt am Main

- Silvia Olp, Head of Communications Phoenix Design, Stuttgart/München/Shanghai
- Lars Quadejacob, Chief curator Terrestrial Transport Collection, Stiftung Deutsches Technikmuseum, Berlin
- Dr. Kathrin Stark, Strategy and Innovation Consulting, Frankfurt am Main
- Prof. Dr. Alexander Wurzer, Professor of Intellectual Property Law and Management, Universität Strasbourg, CEO WURZER & KOLLEGEN GmbH, Munich

### **German Design Council**

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer in the area of design and branding. Currently, more than 300 companies belong to its foundation. The German Design Council was founded in 1953 on the initiative of the German Bundestag to support and enhance the design expertise of German industry. It pursues a wide range of activities with a single goal: to communicate increased brand value on a sustained basis via the strategic use of design.

### **Contact**

Janine Wunder, Vice President Communications and Marketing

Phone +49 (0) 69 74 74 86 70

Fax +49 (0) 69 74 74 86 19

Email: [presse@german-design-council.de](mailto:presse@german-design-council.de)

[www.german-design-council.de](http://www.german-design-council.de)