"We can all get actively involved!"

Under the 2019 motto "Optimism and Courage", DLD founder Steffi Czerny called this year for more pluck in meeting the challenges of digitalisation. The year 2020 opens Burda's international innovation conference with the question "What are YOU adding?", with around 1,500 participants invited to DLD Munich from 18 to 20 January 2020, held in Munich's Alte Kongresshalle events centre.

"DLD will be held in 2020 under the motto ‘What are YOU adding?’ The digitalised, globalised world offers us great opportunities, but it also presents us with enormous challenges. I am convinced that each of us has the task and the opportunity to play an active role here – in business, through social, scientific or political commitment, but also in our personal lives. DLD is a platform that stimulates the international discourse that is now necessary, and it provides a stage for outstanding role models of our time. It’s not only about interdisciplinary exchange, but also about best practice examples and solutions."

Steffi Czerny, DLD founder
In addition to international tech giants such as Snapchat founder Evan Spiegel, top politicians are also expected at DLD Munich, such as the EU Commission’s President Ursula von der Leyen and the Bavarian Prime Minister Markus Söder. The speaker line-up will also include the renowned couples therapist Esther Perel, Facebook’s vice president of global affairs and communications Nick Clegg, and the Nobel Peace Prize winner (and inventor of microcredit) Muhammad Yunus. In addition, the renowned US multimedia artist Alex Israel, curator Hans Ulrich Obrist from London’s Serpentine Galleries, and tech futurist and author Jamie Metzl have also signed up for DLD Munich.

**German leadership at DLD**

The ranks of German heavyweight companies at DLD Munich includes Deutsche Telekom CEO Tim Höttges, Siemens Supervisory Board Chairman Jim Snabe and Merck CEO Stefan Oschmann. Other business leaders such as Telefónica Germany CEO Markus Haas, Otto Group CEO Alexander Birken and Axel Stepken, TÜV Süd CEO, will also be event speakers in Munich this January.

You can apply for accreditation as a representative of the press until 2 January 2020 at dldpress@burda.com. Further speakers at DLD Munich will be published here on a continuous basis.

**The event data at a glance:**

- Saturday, 18 January 2020, 11.00-18.00 hrs
- Sunday, 19 January 2020, 9.00-18.30 hrs
- Monday, 20 January 2020, 8.30-13.30 hrs

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