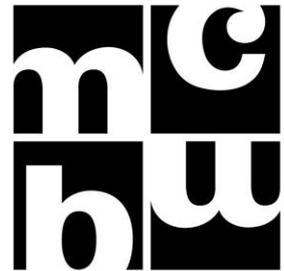


PRESS RELEASE



Design and e-commerce entering into a promising alliance during MCBW

+++ Munich Creative Business Week (March 7 to 15, 2020) to cooperate with INTERNET WORLD EXPO (March 10 and 11, 2020) for the first time +++ Focus on linking design and e-commerce

Munich, Germany, January 28, 2020 | Munich Creative Business Week (MCBW), the largest design event in Germany, and INTERNET WORLD EXPO, the leading trade fair for e-commerce in German-speaking regions, today announced their partnership following the theme *Design and E-Commerce*.

MCBW has set out to emphasize its conceptual-contextual orientation with changing themes in line with society's major trends: Based on the background of debates about climate change and an exit from nuclear and fossil-fuel energy, *Sustain by Design* will be the focal point in 2020 because good design drives sustainability in the ecological, economic and social ambits. In addition, special attention will be paid to these topics: Future of Innovation, Cities, Fashion, Work, Communication, and Digitization.

Dr. Silke Claus, Managing Director of bayern design, explains the benefits of the alliance: "The partnership between MCBW and INTERNET WORLD EXPO is a great opportunity, especially in the areas of communication and digitization. At both events, entrepreneurs and designers can share their expertise and views on technological trends and user-centered design. Thanks to its comprehensive focus on users, user-experience design in e-commerce facilitates sustainable customer experiences."

Carsten Szameitat, Director of INTERNET WORLD EXPO and Director of LBMA e.V., says: "Explaining, illustrating, and inspiring are the core competences for retailers to score, to address their customers in a targeted manner, and to facilitate unique customer experiences. Of course, technologies such as interactive displays or Augmented Reality solutions play an important role in this scenario as do comprehensive design concepts that enable customers to immerse themselves in digital shopping worlds and experiences. This is why I believe our partnership with MCBW not only is a logical consequence, it also is the ideal framework for retailers, entrepreneurs and designers to discuss retailing of the future and create essential synergies."

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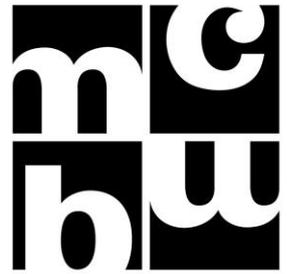
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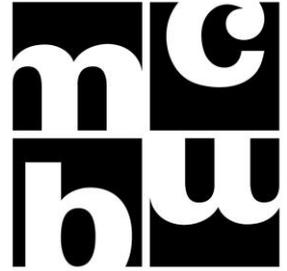
Organized by bayern design and held in the first quarter of every year since 2012, MCBW highlights the potential of design: More than 120 committed Program Partners create a platform for design-affiliated companies, designers, and design agencies across disciplines including architecture and advertising, as well as for the broad public interested in design. More than 70,000 visitors can take advantage of the substantial opportunities to transfer knowledge and explore inspiring design experiences offered in two programs, CREATE BUSINESS! for professionals, and DESIGN SCHAU! for all others who have an affinity with design, under the claim *Design connects!*.

INTERNET WORLD EXPO has been the leading trade fair for e-commerce since 1997. The organizers have chosen the theme *INTERNET WORLD EXPO – the commerce e-xperience*, to address the increasing intertwining of online and stationary retail and illustrate it in an extended trade fair concept.

In 2020, INTERNET WORLD EXPO also will evolve gradually into Commerce Week filled with events, conferences, best practices discussions, tours, and workshops concerning the future of e-commerce. Commerce Week will be an overarching platform for diverse events and adjacent themes including MCBW. Revolving around design, MCBW will be the perfect match for INTERNET WORLD EXPO's focus on trade and commerce.

In addition to the large central stages in the halls and numerous exhibitors, immediately upon entering the trade fair premises on March 10 and 11, 2020, visitors will have the opportunity to explore themed areas including E-Logistics and Packaging, Marketing, Payment, and Seamless Commerce. A highlight will be the Trendarena where the floor will be given to the who-is-who of the digital industry, for example, Gerfried Stocker (Managing Director and Creative Director of Ars Electronica Centers), Dominik Krimpmann (Managing Director & Technology Strategy Industry Lead at Accenture), Tobias Krüger (Manager of the Cultural Transformation 4.0 Division at OTTO Group), and former Bertelsmann CEO Thomas Middelhoff.





About MCBW

MCBW is organized by bayern design GmbH and sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy, and the City of Munich. BMW Group, Steelcase, and Ströer provide substantial support for the event as partners.

Image are available in the [Press Section](#). MCBW also is represented on [Facebook](#) and [Instagram](#).

About INTERNET WORLD EXPO

If you think trends, solutions, and service providers in the retail sector, you cannot help but think of INTERNET WORLD EXPO – the commerce e-xperience. Established in 1997, this leading trade fair for retailing in German-speaking regions showcases the full portfolio of retail-specific topics including omni-channel, multi-channel, payment, marketing, usability, logistics, software, and social media. As online and stationary commerce are becoming increasingly intertwined, INTERNET WORLD EXPO has evolved into a must for stationary online retailers and service providers.

INTERNET WORLD is a trademark of media and educational services provider EBNER MEDIA GROUP. With the INTERNET WORLD EXPO trade fair, diverse industry conferences, the website internetworld.de, and the biweekly trade magazine INTERNET WORLD BUSINESS, the company provides its target group of Internet professionals with in-depth expertise, hot-off-the-press news, and important contacts. The 24th edition of INTERNET WORLD EXPO will take place on March 10 and 11, 2020, at the Munich exhibition grounds.

Find more information at www.internetworld-expo.de.

