

# BCW24

## Bosch Connected World 2024

February 28 and 29

On-site in Berlin, Germany or online from wherever you are



# Bosch ConnectedWorld 2024

## About the event.

Since 2014, Bosch ConnectedWorld (BCW) has been all about **technology invented for life.**

BCW is a **global hybrid event** bringing together the entire **ecosystem of Bosch, its partners, and its customers.** With its conference, exhibition, and numerous networking opportunities, it has become an innovation and business enabling platform focusing on **strategies, business models, and use cases enabled by artificial intelligence (AI) and the Internet of Things (IoT).** At BCW, we bring “digital” to life!

The event attracts executives, decision-makers, digital business enablers, ecosystem developers, technology practitioners, industry leaders, IT professionals, and innovators from various industrial and product companies.



# Bosch ConnectedWorld 2024

## Target group, key pillars, and topics.

### Key pillars

Conference, exhibition,  
networking, hackathon

### Target audience

Executives &  
decision-makers

Digital business enablers &  
ecosystem builders

Technology practitioners &  
industry leaders

IT professionals &  
Innovators

...from various industrial and  
product companies



### Topics

Mobility

Building & energy

Industrial technology &  
manufacturing

Smart, connected products &  
solutions

Enabling technologies

Bosch ConnectedWorld showcases the latest AI and IoT innovations and unleashes the power of partnerships and collaboration. Future business starts here!

Tanja Rueckert, Member of the Board of Management and Chief Digital Officer, Bosch Group

# Bosch ConnectedWorld 2024

## Next BCW will take place as a hybrid event.

**BCW24** | February 28–29

**On-site**  
**STATION-Berlin**

Luckenwalder Str. 4-6, 10963 Berlin, Germany

**Online**  
**BCW.online**

From wherever you are



# Bosch ConnectedWorld 2024

## Our four key pillars for creating a truly hybrid event experience.

 on-site

### Conference

The best digital minds from all around the globe share their strategies, best practices, and case studies live on stage. Gain insights into their digital business models and solutions in various formats and discover how to digitalize your own business.



 online

### Exhibition

The hybrid exhibition showcases a wide range of digital products and solutions as well as the latest technological advancements. Experience the ecosystem of Bosch, its customers and its partners first-hand and exchange with experts and industry leaders from various industries.



### Networking

BCW is a platform that fosters co-creation and open exchange across industries. Both on-site and online, you will have the opportunity to make valuable connections with like-minded professionals.



### Hackathon

Bosch ConnectedExperience (BCX), one of Europe's largest AIoT hackathons, has become unmissable for the community of developers, product owners, UX experts, and innovators from around the globe. Together, they tackle various exciting challenges using tons of connectable devices and software artifacts.



# Bosch ConnectedWorld 2024

BCW24 will start on February 28, BCX on February 26.

February 26

February 27

February 28

February 29

BCW24

Conference

Conference

Exhibition

Exhibition

Networking

Networking

Party

BCX24

Hackathon

Hackathon

Hackathon

BCX  
pitch

# Bosch ConnectedWorld 2024

## BCW24 in numbers – we are growing!

12,000

overall attendees

8,500

online participants

3,200

on-site participants

300

hackathon participants

2

stages

80

speakers and moderators

10,000<sub>sqm</sub>

exhibition area

70+

exhibition partners





# Conference





# Conference

## BCW24: about the conference.

One of the centerpieces of Bosch ConnectedWorld is the conference. **The best digital minds, including executives, decision-makers, digital business enablers, ecosystem developers, technology practitioners, industry leaders, IT professionals, and innovators, share their strategies, success stories, and solutions live on stage.** During the two-day event you can learn more about their best practices and discover how you can digitize your own business.

The conference part consists of a **variety of formats**, including keynote presentations, deep-dive sessions, panel discussions, inspirational expert talks, workshops, and more on multiple stages.




# Conference

## Recapping BCW22: 139 speakers presented their best practices.

In 2022, BCW hosted **139 speakers** from around the world on **four stages**. In a variety of formats, they covered a wide range of topics – from digital business, digital platforms, and digital culture to the future of mobility, AI and AIoT, and building solutions.

BCW22 **highlight speakers** include Oliver Zipse (BMW), Andrew Ng (Landing AI), Stefan Hartung (Bosch), Scott Guthrie (Microsoft), Dirk Hilgenberg (CARIAD), Adam Selipsky (AWS), Markus Heyn (Bosch), Tien Tzuo (Zuora), Tanja Rueckert (Bosch), Christian Bertermann (AUTO1), Janina Schoenitz and Miriam Kotte (Deutsche Bahn), Melissa Di Donato (SUSE), Sebastian Herzog (Axel Springer hy), Filiz Albrecht (Formally Bosch), and many more.


**139**  
speakers



**4**  
stages



**17**  
keynote and breakout sessions



# Conference

## Recapping BCW22: we welcomed plenty of digital leading minds.





# Exhibition

**BDXS**  
Digital Excellence Services

our  
Digital  
maps  
towards  
zero-defect  
production

IN  
OPEN  
PART  
TURE  
XIBLE  
T  
LABORATION

ted for life



**FASTHUB**

**decarbonize  
industries**



**decarbonize  
industries**  
by BDXS and IAC





↑ Exhibition  
← Stage B  
↑ Stage A, C, Open stage



# Exhibition

## BCW24: about the exhibition.

The hybrid exhibition is home to various **AI and IoT market leaders, leading product and industrial companies, and innovative startups**. The ecosystem, consisting of Bosch, its customers, and its partners, showcases **a wide range of products and solutions from the buildings, energy, logistics, manufacturing, mobility, smart life, and transportation industries**. You can expect cutting-edge hardware and software as well as advanced applications and digital solutions.

Our exhibition is designed to provide attendees with hands-on experiences, interactive demonstrations, and lots of opportunities to network with experts and industry leaders. Combining physical on-site elements with online elements makes the exhibition experience unique and accessible to a large international audience.



Want to become a BCW24 exhibition partner?  
Just contact us at [bcw@bosch.com](mailto:bcw@bosch.com).



# Exhibition

## Recapping BCW22: we hosted the first hybrid BCW exhibition.

At BCW22 in November last year, the hybrid exhibition featured Bosch and **60 AI and IoT market leaders and innovative start-ups spread across 10,000 square meters of exhibition space on-site and limitless square meters online.**

As an attendee, you had the chance to network and engage with experts from various industries and experience the latest technological advancements firsthand.

BCW22 **highlight exhibitors** include Amazon Web Services, Capgemini, Deutsche Telekom, Google, Hewlett Packard, MathWorks, Microsoft, Red Hat, SAP, SICK, Siemens, Testbirds, TÜV SÜD, Zuora, and many more, spread over 10,000 square meters and unlimited square meters online.


**60**  
exhibitors



**10,000 sq. m**  
exhibition space and limitless sq. m online

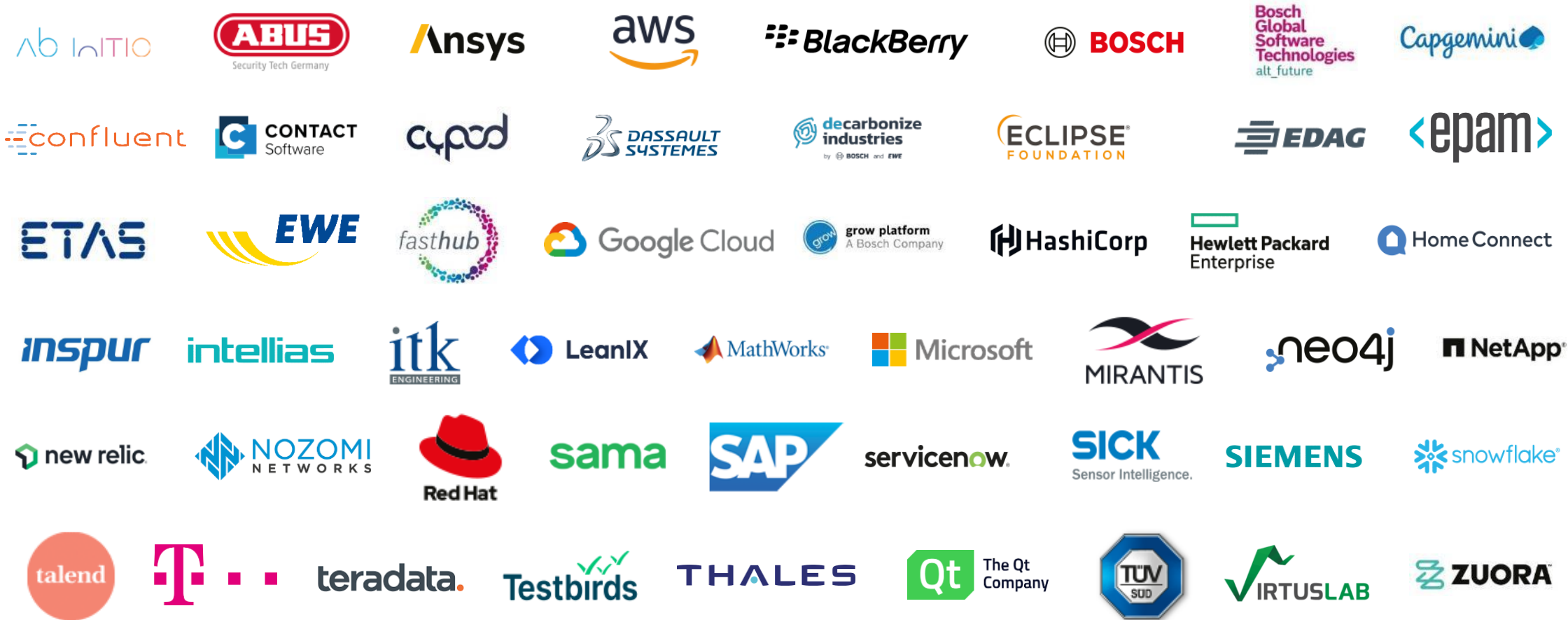


**87**  
exhibition session and networking tables



# Exhibition

## Recapping BCW22: 60 exhibitors showcased their solutions.





# Networking

# Networking

## BCW24: a networking event.

Ready to become a heavy networker?

Networking is one of the main reasons for businesspeople to attend an event. That is why it has been one of our key pillars since the beginning of BCW. For us, it's all about meaningful connections.

BCW is a platform that fosters co-creation and open exchange across industries. **Whether you are looking for inspiration, knowledge exchange, or learning opportunities, the event offers a unique opportunity to connect with like-minded professionals.** Moreover, if you want to get in touch with potential customers and partners, the event is the perfect place to be.

Our mantra for BCW24: more networking areas, new formats and sessions, and dedicated slots as part of the conference program. Furthermore, we will continue with our **on-site networking party**: hit the dance floor and enjoy dinner with new and old faces.

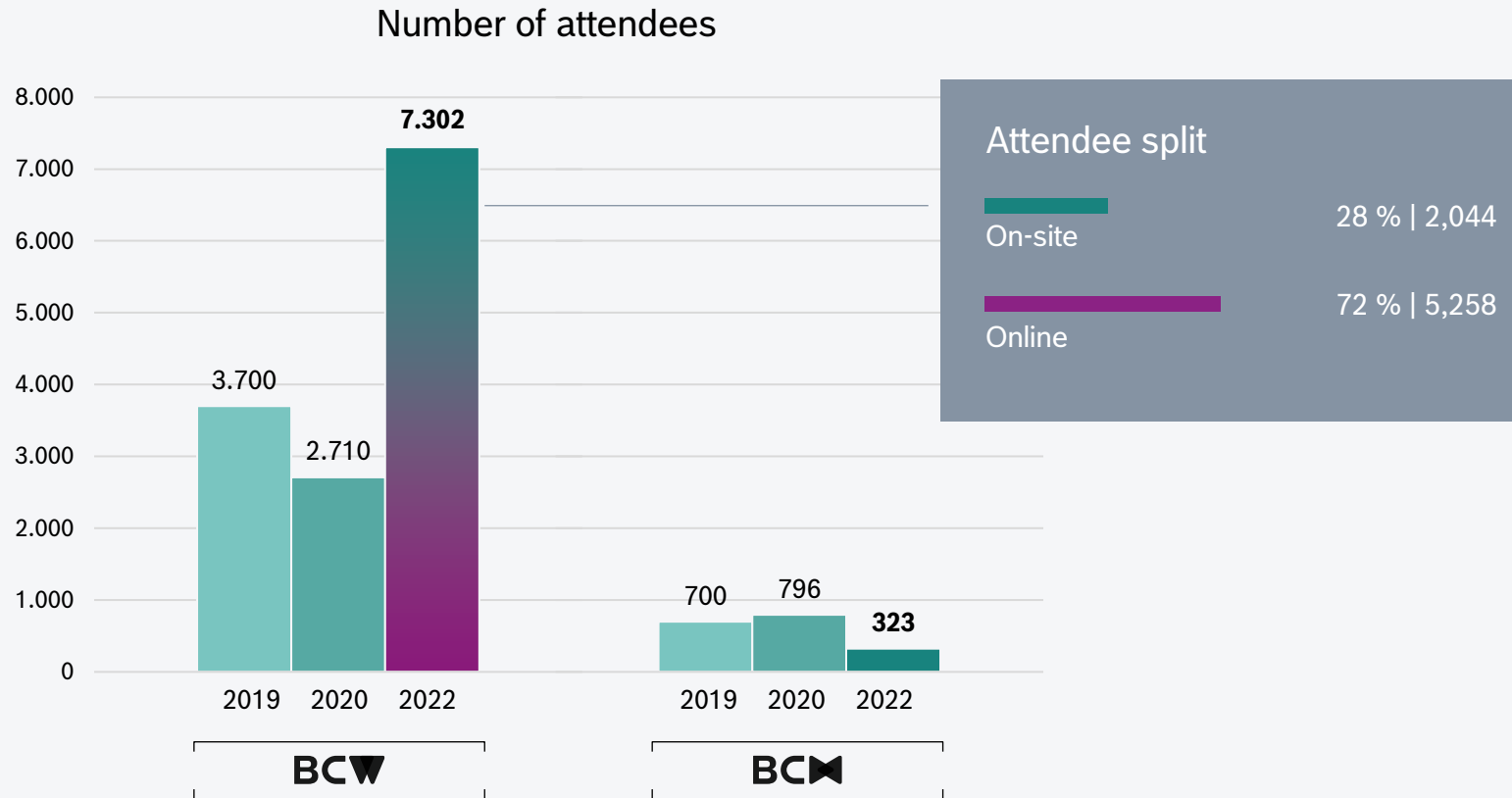


# Networking

## Recapping BCW22: the number of attendees has almost tripled.

In 2022, we hosted **more than 7,300** attendees from around the globe on-site and online. Due to the **hybrid event format**, attendees could choose whether to join us in Berlin, Germany, or only from wherever they are.

Compared to BCX20, the **number of attendees has decreased** in 2022. However, due to COVID-19 security policies, the number of on-site attendees was limited. Lastly, a hybrid format is not suitable for the hackathon.

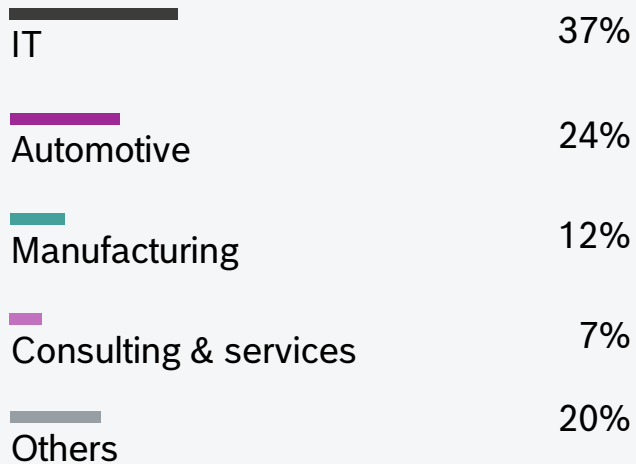


# Networking

## Recapping BCW22: One third were high-level executives.

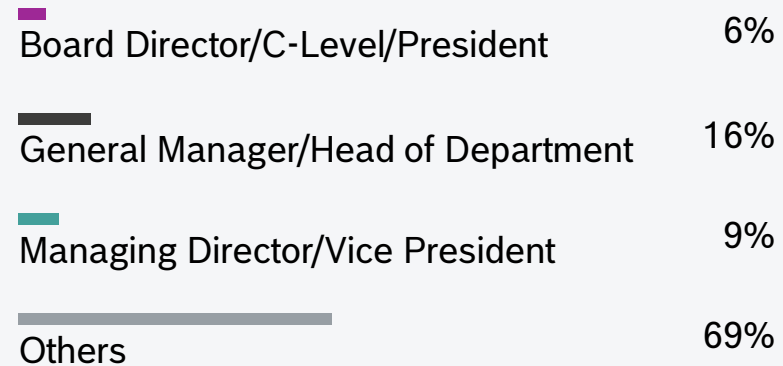
**Most of the attendees** who participated in BCW22 **worked in the IT industry**, followed by automotive and manufacturing.

### Industries



**31 percent of the total audience** were high-level executives, including **CXOs, VPs or directors**.

### Job level

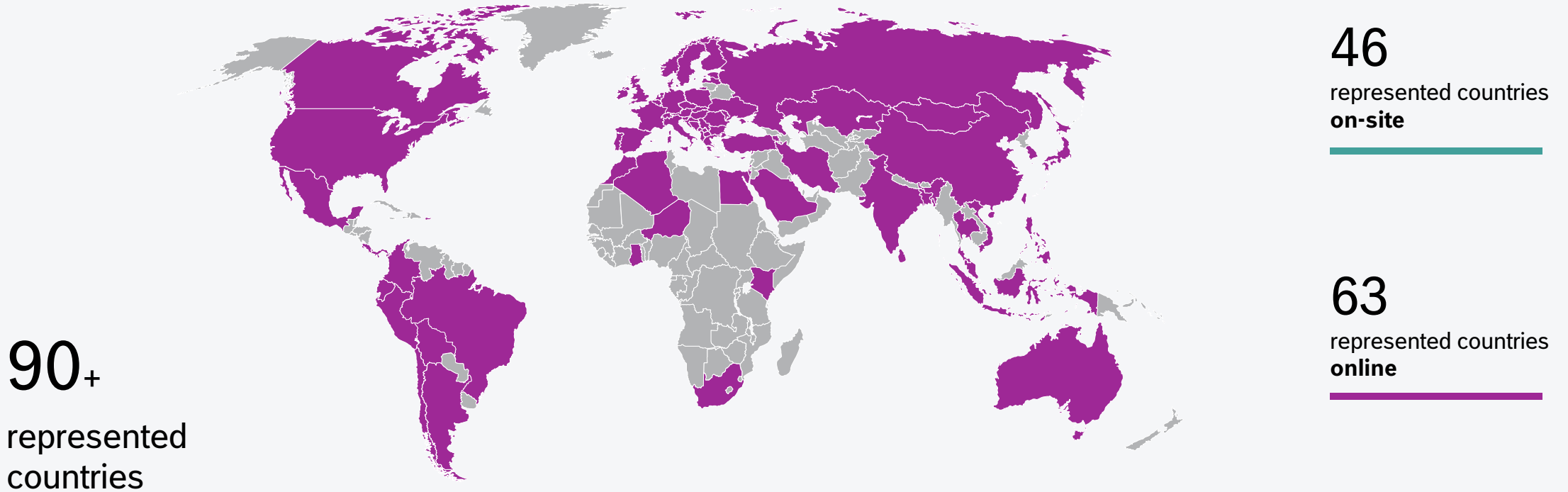




# Networking

## Recapping BCW22: we hosted attendees from 90+ countries.

In total, attendees from more than 90 countries participated in BCW22. **In comparison to BCW20 with a total of 65 countries, the international reach has increased**, mainly due to the hybrid event format.



90+  
represented  
countries

46  
represented countries  
on-site

63  
represented countries  
online



# Hackathon





# Hackathon

## BCX24: about the hackathon.

Bosch ConnectedExperience (BCX) is one of **Europe's largest AI and IoT hackathons.**

This three-day event has become unmissable for the global community of developers, product owners, product managers, UX experts, entrepreneurs, and innovators from more than 45 countries.

Together, they tackle various exciting challenges using tons of connectable devices and software artifacts.



# Hackathon


## Recapping BCX22: 300+ developers from across the world joined.

Bosch ConnectedExperience 2022 took place from November 7–9, 2022, at one of the coolest locations in Europe, STATION-Berlin. Over 300 selected participants had 30 hours to team up and tackle one of the two hack challenges:


**Challenge #1 | BUILDING a new reality:** In today's world, commercial buildings must be sustainable and energy efficient, offer a great tenant experience, have low operational costs, and increased asset value throughout the building's lifecycle. This challenge brought together real estate, building operations, facility management, hybrid workspace creators, and developers.

**Challenge #2 | Eclipse software-defined vehicle:** In this hack challenge, attendees had a direct impact on developing the larger technology ecosystem that will define the future mobility and the connected vehicle through open-source.


2  
hack challenges



323  
developers



67  
teams



# Hackathon

Recapping BCX22: 14 partners provided hard- and software.





# Meet the team



# Your contact

Questions? Send us  
an email.



**Sarah Nizze**  
Head of BCW



**Dirk Slama**  
Co-Founder & Conference Chair



**Tara Calmus**  
Conference & Marketing



**Solveig Gaida**  
Exhibition Management



**Anne Gramlich**  
Project Management



**Luisa Kammerer**  
Online Platform



**Franziska Meisinger**  
Marketing &  
Communications



**Rebecca Dietz**  
Marketing &  
Communications

# Stay up to date!

BCV24



Check out our [website](#).



Follow us on [LinkedIn](#).



Questions? [Send us an email](#).



Follow us on [Twitter](#).



Subscribe to our [newsletter](#).

See you at **BCW24**

February 28–29 | On-site and online