

Executive Corporate Matchmaking

The premier destination for strategic networking and targeted knowledge exchange among corporate representatives from the German speaking region.

business factors Company Profile

Meet your business partners of tomorrow

Through our exclusive economic conferences we provide executives from large corporations and upper mid-sized companies with a focused environment away from their daily business to discuss current trends, developments, and innovations. Simultaneously, suppliers are given a unique opportunity to showcase their product and service portfolio.

2025

Visit us at: www.businessfactors.de

business factors Deutschland GmbH
Lützowufer 10
10785 Berlin / Germany

Our expertise

We specialize in creating exclusive networking platforms for executives from large corporations and upper mid-sized companies in the German speaking region through our Executive Corporate Matchmaking concept. With our renowned event formats, we bring industry decision-makers together to share insights, discuss innovations, and build and deepen valuable business relationships.

“

Our editorial work is always at the cutting edge, addressing the latest and most relevant topics.

At the same time, our format enables efficient knowledge exchange at the highest level.

”

Table of Contents

03

OVERVIEW

Mission and vision

05

HISTORY

Significant milestones

06

FORMAT

Cornerstones of our platform

08

EVENTS

Overview of key topics

09

PARTICIPANT GROUP

Insight into speakers, corporate decision makers, and solution partners

11

MANAGEMENT & FOUNDERS

Pioneers and early contributors

12

UNIVERSITY COOPERATIONS

A strong partnership between academia and industry

Overview

Mission

In a balanced mix we leverage the strengths of our speakers, corporate decision-makers and solution partners to promote sustainable success through the establishment and deepening of valuable business relationships. Our proven event formats serve as exclusive platforms for the exchange of knowledge, innovations and best practices away from daily business operations. Leading companies and organizations, as our partners, utilize the added value of focusing on a select group of corporate decision-makers for excellent networking and knowledge exchange. Through close collaboration and shared goals, they significantly contribute to the quality and relevance of our events by identifying current and forward-looking topics and providing our participants with tailored solutions.

The distinguished speakers at our events are experts and thought leaders from various industries who present their valuable experiences, insights, and best practices. They offer deeper insights into current developments and future trends that can be crucial for the strategic direction and growth of participating companies. Our participants are decision-makers from large corporations and the upper mid-sized sector who benefit from a first-class networking environment. This environment is designed to foster the exchange of ideas and the formation of partnerships. Through individual matchmaking processes and targeted discussion rounds, they can continuously expand and deepen their networks, while also being offered solutions in the form of products and services by our partners.

Vision

Our vision is to be the leading platform for strategic networking and knowledge exchange, with a focus on executive corporate matchmaking. We aim to provide corporate decision-makers with the best possible conditions to gain valuable insights, discuss innovations, and build sustainable business relationships. We aspire to be recognized as a catalyst for innovation and growth across various industries. Through our events, we create spaces where experts and thought leaders share their latest insights and best practices to support the strategic direction and growth of participating companies.

One of our core visions is the development and promotion of long-term and sustainable partnerships. By closely collaborating with leading companies and organizations, we aim to ensure that our participants always have access to the most relevant and forward-thinking solutions and services. We are committed to continuously enhancing the quality and relevance of our events. This is achieved through the careful selection of distinguished speakers, targeted matchmaking processes and tailored discussion rounds to meet the specific needs of our participants.

Industry & Topic Diversity

Our events already encompass a wide range of industries with their specific thematic focuses. At the same time, we are exploring new potentials with future events that will include additional industries and cover a diverse selection of topics tailored to the respective target groups.

“ Our History”

Our success concept

Executive Corporate Matchmaking- Platform

Unleashing unlimited potential
for all Industries

Grandhotel Schloss Bensberg



The Dolder Grand



**Founded in 2009, we are the
premier platform for executives
in the market.**

Our self-developed and independent two-day conferences offer a diverse range of events tailored to the needs and requirements of decision-makers from various industries. Our program is created through careful analysis of current market trends and targeted demand. This ensures that our events address the most relevant and pressing topics. By working closely with leading companies and experts, our format is tailored to prioritize knowledge exchange and networking. Our platform provides information and solutions for a variety of economic sectors, enriching our participants with knowledge and supporting them in facing challenges.

Shaping the Future: Our Vision Ahead

We have set ambitious goals and plan to achieve many more important milestones in the near future. Our strategic focus and commitment to innovation and excellent knowledge exchange continually drive us forward. We are constantly developing new events with current topics and adapting our matchmaking platform to the latest requirements and conditions to meet the evolving needs and demands of various industries.

2009

Founding of business factors
Deutschland GmbH &
Introduction of the
StrategyDays Conferences

2010

Relocation to Tauentzien,
in the heart of Berlin

2012

Additional Office Opening
in the Gatehouse of Schloss
Bensberg

2013

Founding of the Sister
Company Leaders Contact
International GmbH &
Introduction of the Inside
Conferences

2016

Founding of the Sister
Company business factors
International AG & Expansion
of the Portfolio in Switzerland

2019

Introduction of the
ROI Masters

2023

Introduction of the innovative
Open Mind Space as a new
interactive component of our
conferences

2024

Start of strategic university
collaborations with ESDST,
EGV, and EU Global

2025

Relocation to the new
headquarters at Lützowufer
in Berlin

“



StrategyDays

Key Insights on our Format

”

The Potential of our StrategyDays

The StrategyDays conferences stand out significantly from traditional event formats. Firstly, personal invitations ensure a homogeneous target group of corporate decision-makers who can communicate on an equal footing. Secondly, our pre-qualification of thematic interests ensures that each participant experiences a tailored agenda, enabling focused discussions on relevant topics. Despite the diversity of represented industries, we create an individual agenda that meets the specific needs of each participant. We offer a diverse format including presentations, masterclasses, and direct one-on-one meetings to convey information and showcase practical solutions. The variety of industries represented provides additional potential and solutions for the challenges faced by corporate representatives. In this setup, the StrategyDays foster innovation, creativity, and collaboration, allowing participants to explore new horizons and achieve their set goals more easily in their daily work. In addition to education and inspiration, the StrategyDays format is intensively used to establish valuable new business contacts.

Focused Platform as a Cross-Industry Multiplier

The StrategyDays serve as an innovative networking platform that recognizes the potential in both the homogeneity of the target group and the diversity of the represented industries. Each event addresses the specific range of topics relevant to the participating corporate decision-makers.



Our :minds events represent the next generation of economic conferences, convincing participants with their structural set-up and practical orientation. Attendees benefit from inspiring keynotes, hands-on masterclasses, and interactive discussion rounds. Our proven matchmaking processes remain central, enabling corporate representatives to make valuable contacts and gain initial solutions. Networking spans over two days and is complemented by a relaxed evening program, fostering the development of long-term business relationships and cross-industry exchange.

The :minds events offer numerous advantages: they ensure high-quality knowledge transfer through experienced speakers, promote

active exchange and participation through masterclasses and discussion rounds, and provide ample opportunities to forge valuable connections. Each event is tailored to the current needs of

the target audience, ensuring business benefits. Additionally, the relaxed environment away from the office provides more space for creative solutions and promotes innovative problem-solving. The combination of in-depth expertise, interactive formats, and excellent networking opportunities makes the :minds events an indispensable platform for those who want to stay updated and continuously develop in their

area of responsibility, thereby creating competitive advantages for their companies.

Portfolio 2.0

:HRminds
:SwissITminds
:FutureIndustriyminds

“Focused and Sustainable Specialist Conferences”



> Panel Discussion

Our panel discussion consistently provides the necessary space for leading experts to engage in a multifaceted debate on a variety of current topics. Under the moderation of Prof. Dr. Dr. Michel Friedman, participants experience exciting and profound discussions firsthand. Prof. Dr. Dr. Friedman brings his extensive experience and expertise to ensure that the debates are not only informative but also inspiring. This part of the event offers an opportunity to exchange opinions, gain new perspectives, and discover innovative solutions to current challenges. Take advantage of this chance to obtain valuable insights and practical approaches from leading thought leaders.



Prof. Dr. Dr. Michel Friedman

Prof. Dr. Dr. Michel Friedman is a distinguished German philosopher, lawyer, and publicist. With his extensive academic background and diverse professional experiences, he has established himself as a leading thinker and moderator. Prof. Dr. Dr. Friedman studied law, philosophy, and political science, earning doctorates in both philosophy and law.

He is renowned for his incisive analyses and his ability to clearly convey complex topics. As the moderator of numerous discussion panels, he impresses with his skill in bringing together various perspectives and fostering constructive debates.

Open Mind Space

Knowledge Exchange with a 360° Audience

With the Open Mind Space, we have created an entirely new dimension of information delivery and audience interaction.

Here, you are at the heart of the action. The interactive exchange invites you to actively participate in discussions and provide direct feedback. Thanks to live voting, you can take part in polls in real time and actively shape the event.

Our Conference Portfolio

Program Diversity StrategyDays & :minds – Business congresses for selected corporate representatives. Defense Circle – Expert forum for security and defense. ROI Masters – The exclusive client event.

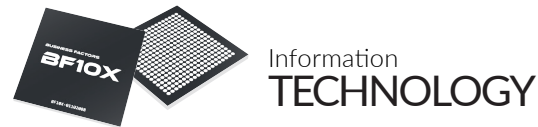
StrategyDays
CRM & ContactCenter



:Energy & Facility Management minds



StrategyDays
Information Technology



StrategyDays
IT Security



StrategyDays
Sales & Marketing



:SCM Logistics & INDUSTRY minds



:HRminds



:SwissITminds



Relaxed networking and exchange of ideas for clients and those who would like to become one.
ROI Masters



The new strategic platform for security and defense-related exchange.
DEFENSE CIRCLE



Excerpt of Our Cooperation Partners



Bitdefender.
Global Leader
In Cybersecurity

Google Cloud



T Systems

Microsoft



Panasonic



SIEMENS

dyson

Deloitte.



DKB
Deutsche Kreditbank AG



verizon

T Systems



Allianz



BASF
We create chemistry

BOSS
HUGO BOSS

DATAKOM

AIRBUS



secunet

MERCK

adidas

SAMSUNG



SIGNAL IDUNA

RheinEnergie
next energy solutions



speeXX
empowering communication

vodafone



THALES
Building a future we can all trust



BROADCOM

BRITA



Berlitz

s.Oliver
GROUP

L'ORÉAL
AUSTRIA • GERMANY

DOUGLAS

LastPass



FORTINET



“Meet our Team”

The success of any company lies in its team. At business factors, we prioritize flat hierarchies and short communication paths. We nurture the individual strengths of our employees and encourage autonomous action. Our goal is to create a work environment where every employee feels valued, supported and motivated to perform at their best. The management sees itself as conductors, orchestrating everyone optimally into a cohesive whole. Our team forms the backbone of the company bringing performance, innovation and a strong work ethic to their tasks.

At business factors commitment has always been valued and encouraged which is reflected in the overall results as well as the long tenure of many employees. The successful execution of our conferences continues to excite everyone, consistently demonstrating how many small parts come together to form a greater whole.

”



business factors

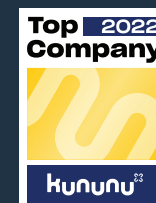
11

Member of the Board

Management
business factors

Achieving More Together

In 2022, we received the Top Employer award from the rating platform kununu, further validating our ongoing efforts to create a positive and supportive work environment.



Hon. Prof. Atıl Ural
Managing Director (CEO)



Alexander Stärke
Managing Director (CEO)

With the goal of developing economic conferences for executives based on an exclusive marketplace platform, Hon. Prof. Atıl Ural founded business factors in 2009 together with Alexander Stärke. As CEO of business factors with over 20 years of industry experience Hon. Prof. Atıl Ural is responsible for the content orientation of the conference portfolio, operations processes, and sales & marketing strategy. He continues to focus on the expansion of progressive event formats to provide participants with an efficient environment for the targeted maintenance and expansion of their networks.

As CEO of business factors Alexander Stärke is responsible for financial management, the expansion and controlling of sales and human resources. With nearly 20 years of experience in sales and a degree in business administration, he brings extensive expertise to this role. He continuously optimizes organizational and sales processes to increase efficiency and performance. Under his leadership, the strategic financial planning of business factors has enabled stable and above-average organic growth of the company for more than fifteen years. His focus is on investment planning and monitoring to ensure a solid and forward-looking progression of the company.



MEET YOUR BUSINESS PARTNERS OF TOMORROW

Shaping the future. Sharing knowledge. Creating perspectives.

A strong partnership between
science and business.



“ Re- thinking education



In a world of constant change, education is taking on a new meaning: it must be flexible, practice-oriented, and future-focused. The demands placed on professionals and executives are increasing, while the ways in which knowledge is conveyed and applied are undergoing transformation. In this context, a strong connection between academic teaching and real-world business practice is essential. This is precisely where the collaboration between business factors and three pioneering European higher education institutions begins – the European School of Data Science and Technology (ESDST), the European Global Varsity (EGV), and the European Global Institute of Innovation & Technology (EU Global).

The aim of this partnership is to foster innovative educational formats that go beyond the traditional lecture hall. At the heart of this cooperation are topics such as digital transformation, data science, leadership, and strategic thinking – all of which are key competencies for the future. The programs offered by our partner universities are especially designed for working professionals who are looking to advance their careers and seek a direct transfer between academic depth and practical application.

business factors brings to this partnership its long-standing expertise in developing high-quality business platforms and interdisciplinary networks. Through close collaboration with the universities, not only are new impulses generated for academic teaching, but practice-oriented perspectives are also created for students and participants. A central role is played by Hon. Prof. Atil Ural, founder and CEO of business factors. Alongside his entrepreneurial activities, he also serves as a professor at ESDST and European Global Varsity – both institutions operating under the umbrella of EU Global. In his teaching, he combines academic expertise with entrepreneurial thinking, sharing current insights on digitalization, communication, and leadership.

Knowledge that moves.

Formats that connect.

The three higher education institutions with which business factors maintains close cooperation represent a new understanding of academic education – international, digital, and consistently practice-oriented.



The European School of Data Science and Technology (ESDST), based in Switzerland, specializes in forward-looking study programs in the fields of artificial intelligence, data analytics, and digital transformation. Its programs are primarily aimed at working professionals who wish to expand their skillsets and explore new opportunities within the data-driven economy. ESDST's educational offerings are characterized by high academic quality, flexible structures, and a strong integration of theory and practice.

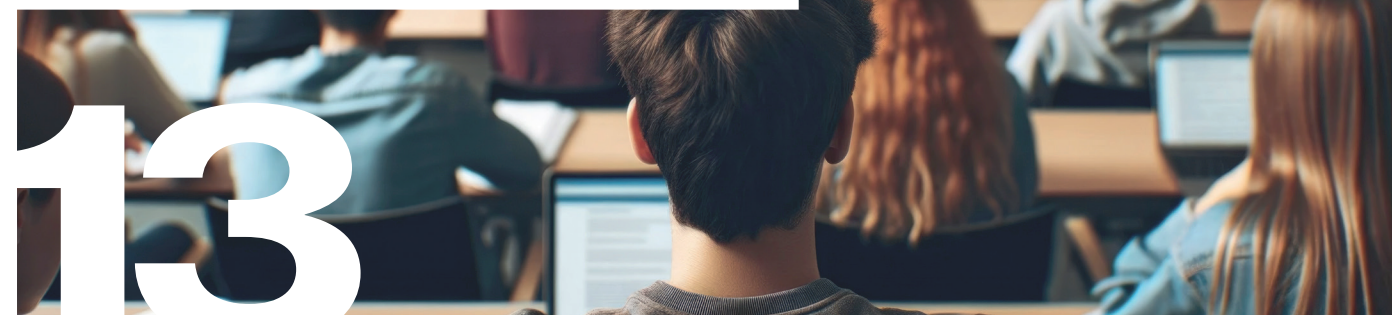


The European Global Varsity (EGV) is an innovative educational platform based in Malta. It offers learners access to accredited degree programs from European universities – independent of time and place. With a clear focus on competency development and digital didactics, EGV provides a modern learning environment for those who view education as a strategic tool for professional advancement. International collaborations with universities in France, Bulgaria, Germany, and other countries enrich its academic portfolio. Both ESDST and EGV operate under the umbrella of the Euro-

pean Global Institute of Innovation & Technology (EU Global) – a government-accredited academic institution with a European educational mission. EU Global stands for academic excellence, innovative teaching formats, and the consistent connection between research, application, and personal development. Its programs range from bachelor's to master's and doctoral degrees, all aligned with the ECTS standard.



The collaboration between business factors and these three institutions not only creates new spaces for thinking and learning, but also generates tangible synergies: current challenges from business practice are directly integrated into academic teaching – while companies, partners, and congress participants benefit from academic depth and scientific perspective. This connection is more than a bridge – it is a forward-looking model of education built on exchange, excellence, and impact.



We specialize in developing tailored networking platforms in the form of economic conferences specifically aimed at corporate representatives from large enterprises and the upper mid-sized sector. Through our focused event format, we bring decision-makers together to share key insights, discuss innovations, and build sustainable business relationships. Simultaneously we offer our partners targeted access to forge new business contacts and strategically expand their networks.



business factors Deutschland GmbH
Lützowufer 10
10785 Berlin

