

Hong Kong, June 19, 2016

Startup Weekend Hong Kong Maker, Jun 17 – 19, 2016

Siemens nurtures innovation, encouraging entrepreneurship in local community

- **Cooperating with Startup Weekend for its first maker edition in Hong Kong, Siemens leverages opportunities to enlighten employees and young people to generate innovative ideas and nurture entrepreneurship mindset in HK**
- **In line with Siemens new brand claim “Ingenuity for life”, Siemens aims to drive a culture of innovation among local community**

Harnessing the power of innovation, Siemens gradually developed from a small back building workshop in Berlin around 170 years ago to a global technology company. In recent years, the company has been intensifying its collaboration with startups. In Hong Kong, Siemens has provided keen support to Startup Weekend Hong Kong Maker, a program organized by Startup Weekend Hong Kong from Jun 17 to 19, with an aim to empower innovators to develop ideas and prototypes for Smart Cities and enable them making connections with the local community. This is also the first Maker edition of Startup Weekend in Hong Kong,

The Startup Weekend Hong Kong Maker, sponsored by Siemens, attracted 65 entrepreneurs, university students, hardware and software engineers, designers, as well as business developers across different industries to participate. Among the participants, 13 Siemens employees across Divisions joined the program. In addition, 20 colleagues from Siemens and their family members also joined forces as mentors and observers over the weekend. Throughout the 54-hour program, participants pitched their ideas to solve cities’ challenges, formed teams, and created prototypes with business plans backed by market validation, designing, coding and hardware prototyping. During the weekend, teams also received feedback from mentors to validate their prototypes and business plans. Final presentation is held today with C-level executives and local entrepreneurs as

judges.

Mr. Eric Chong, President & CEO of Siemens Ltd. said, "I'm very impressed by the participants and the innovative ideas that came up. Innovation is the key for a company to succeed. Cities today faced many challenges raised by megatrends such as urbanization, climate change, demographic changes, globalization and digital transformation. It takes the right environment to transform idea into innovation to solve these challenges. Startup Weekend is an emerging global movement in Hong Kong, we're excited to support the initiative and foster a culture of innovation in Hong Kong. We also leverage this valuable opportunity to engage our employees, their family members and university students, igniting new ways of thinking and developing their entrepreneurial mindsets. With our new brand claim "Ingenuity for life" in place, the program showcases our commitment to creating values to our society – by combining our innovation with know-how, and acting as a reliable and responsible partner for cities."

Mr. Matthieu Bodin, Regional Manager Startup Programs – Greater China, Techstars Startup Programs (Startup Weekend, Startup Next, Startup Digest), said, "In Hong Kong, the startup community has been growing rapidly and is thriving. We are very pleased to have Siemens' support as our Signature Sponsor in our Maker edition, nurturing local entrepreneurs in Hong Kong."

Developing talent is the key to the company's continuing success. Participating in the challenge allows Siemens employees to inject a burst of energy and agility into their daily work, and feel the spirit of the fast, creative and result-oriented startup culture. The company actively encouraged its employees to join the program – with the entitlement of 2-day compensation leaves and sponsored admission tickets. Cooperation with Startup Weekend Hong Kong is part of the 'Siemens Week' program this year, aiming to nurture innovation in Hong Kong, other activities include cross-industries discussion on digitalization, exhibition, seminars and community services etc.

Since its establishment in 1847, Siemens has had a clear commitment to think and act for the interest of our future generations. The company will continue its course to explore new ways of thinking and drive innovation initiatives in communities around the world.



Mr. Eric Chong, President & CEO, Siemens Ltd. delivers an opening speech to the audience.



[From right to left]: Ms. Anna Choi, Head of Strategy & Communications, Siemens Ltd., Mr. Eric Chong, President & CEO, Siemens Ltd., Dr. Data Ng and Mr. Keith Ng, members of the Organizing Committee of Startup Weekend Hong Kong Maker.



Siemens provides keen support to Startup Weekend Hong Kong Maker, promoting and nurturing innovation culture among younger generation in our local community. Over 30 colleagues joined force as participants, mentors, observers and helpers throughout the whole weekend.



Participants are pitching to others to vote for their ideas.



10 teams are formed to discuss their startup ideas and business plans, after participants pitching ideas and voting.



Participants showcase their business plans and prototypes with the judging panel and audience.



Playful Cactus receives the Best Business Model Award.



Over 120 people participate in the final presentation session today.

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Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is No. 1 in offshore wind turbine construction, a leading supplier of gas and steam turbines for power generation, a major provider of power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2015, which ended on September 30, 2015, Siemens generated revenue of €75.6 billion and net income of €7.4 billion. At the end of September 2015, the company had around 348,000 employees worldwide.

In 1911, Siemens opened its first sales office in Hong Kong. Since then, the company has committed to be a trusted technology partner and providing innovative solutions in Hong Kong & Macao. Siemens has provided integrated solutions for infrastructure development projects, including power substations for CLP Power in Hong Kong and CEM in Macao; signalling, main control and fixed communication systems for Shatin Central Link railway and total building solutions for City of Dreams in Macao. The company also supplies cutting edge medical equipments to Hong Kong's private and public hospitals. Siemens ranked as the top ideal employer in Engineering & Manufacturing category among engineering students by Universum in 2014.