



IHR ERFOLG
GEMEINSAM

PRESS RELEASE

PI 06/2022 · 22 July 2022

2,554 characters (including spaces), 389 words

Text and image files can be downloaded at: www.samsongroup.com

We kindly ask you to send us a printed copy for our files.

Dr. Andreas Widl during his welcoming speech

Platform for Innovation

For the first time, SAMSON hosted the STARTUPS X HESSENMETALL start-up fair organized by the regional employers' association Hessenmetall. In its role as an innovation leader, SAMSON was pleased to host the event for young businesses and bring them together with well-established entrepreneurs from Hesse's largest industry sector, the metalworking and electrical engineering industry.

Frankfurt am Main, Germany – Dr. Andreas Widl, SAMSON's CEO, kicked off the event organized by Hessenmetall, which took place on 20 July 2022, with a company quote originating in 1920: "Energies must be steered in the right direction to generate a meaningful effect." The event was held at the SAMSON AKTIENGESELLSCHAFT headquarters in Frankfurt's east end for the first time. The CEO greeted around 100 participants to the event.

During his welcoming speech, Dr. Widl revealed that the statement handed down from the early days of the company applied to start-up companies as well. He continued: "Start-up companies are agile, creative and full of entrepreneurial spirit. However, they cannot survive on just an idea and seed funding. They need a market-ready product and, more importantly, customers." The event's moderator Ms. Katja Farfan, who works as a consultant for digital technology and technology transfer at Hessenmetall, followed up by explaining: "We are pleased to offer a platform for young businesses. Our aim is to draw more attention to the scheme and expand it. Our thanks go to SAMSON for hosting this event." During the afternoon, start-up companies from various industrial fields, such as software robotics, process optimization, IT security, innovative cooling systems and virtual automotive sensors, were introduced.

Dr. Alexander Gatej, Global Innovation Manager at Schunk GmbH, which specializes in gripping systems and clamping technology, declared that networking to find collaborations required confidence and the will to overcome obstacles. In his role to represent the established companies at the start-up fair, he was on the lookout for the next generation of talents for potential future collaborations. He was not alone in his endeavor: Ms. Isabelle Himbert, Managing Director of Arno Arnold GmbH, a specialist in protective covers, pursued the same goal. In her speech, Ms. Angelika Birk, co-founder of the Dreamteam recruitment agency, summed up the importance of these types of B2B platforms for talent recruitment.

For SAMSON, the STARTUPS X HESSENMETALL event was definitely a success to be repeated.

#samsong #valve #hessenmetall #startup #networking #jobfair #fair #tradeshows #exhibition #hesse #innovation #technologytransfer #digitalization #onesamsong #weflowSMART

<https://www.hessenmetall.de/themen/startups> [German only]

SAMSON AKTIENGESELLSCHAFT
Weismuellerstrasse 3 · 60314 Frankfurt am Main, Germany
Phone: +49 69 4009-0 · Fax: +49 69 4009-1507
E-mail: samsong@samsongroup.com · Internet: www.samsongroup.com

Contact for press inquiries:
SAMSON AKTIENGESELLSCHAFT · Public Relations
E-mail: presse@samsongroup.com · Internet: www.samsongroup.com