

DENEX · DEFENSE NEXUS



INDUSTRY MEETS DEFENSE

Market Entry Mission: “Do you speak Bundeswehr?”

An interactive meet-and-greet for industry decision-makers.

Meet serving soldiers and reservists who know what the Bundeswehr is all about. The kick-off of a roadshow across Germany.

October 14, 2026 Villa von Blofeld, Munich 4:00 p.m. – 10:00 p.m. 60–80 guests

WHY NOW

The Bundeswehr is expected to be combat-ready by 2029.

This creates a concrete, time-bound need—and an active search for innovators from the industry.

€108 billion

Defense spending in 2026

Section 14 plus special funds

~€162 billion

Projected defense spending for 2029

Three times the 2023 level

3,5 %

NATO target as a percentage of GDP

which Germany aims to reach by 2029

2029

Target year for combat readiness

Supply chains are being established now

The budgets are in. The supply chains are now being finalised.

If you want to be part of it in three years, you need to understand how the system works today.

Sources: Federal Ministry of Defense, 2026 Budget Resolution; Federal Financial Planning.

Do you speak the Bundeswehr's language?

You have the technology. The bottleneck is rarely the product — it's access and understanding of the system behind it. Three questions determine market entry:

1

What Does the Bundeswehr Really Need?

Capability gaps, requirements and timelines are difficult to understand from the outside. If you do not know the requirements, you can not provide the right solutions.

2

How Do I Get In?

Procurement pathways, tenders, innovation channels, and opportunities to enter as a subcontractor — the ecosystem can be difficult to navigate.

3

What are the Formal Requirements?

NCAGE, prequalification, security clearance, licensing, export controls. This is where most fail before they have even submitted a bid.

DENEX gives you insights in one evening — through direct conversations with the people who know the system inside out.

A premium event for people who get things done.

Relevant knowledge, the right people, good food, and meaningful exchanges that lead to further opportunities—deliberately set apart from traditional conference formats.

This is DENEX

- A curated executive dinner format featuring discussions
- Closed circle: 60–80 approved guests
- First-hand information, discussion on an equal footing
- A lounge atmosphere rather than formal seating, dialogue rather than a one-way presentation
- The start of a series — with a sense of community between events

This is DENEX not

- No trade fair and no exhibition
- No conference with a programme of talks
- No incubator and no accelerator
- No open event — access by accreditation only
- No sales platform — the focus is on dialogue

A limited number of participants is essential: it is only within a small, carefully selected group that an exchange on an equal footing is possible.

Villa of Blofeld, Munich — October 14, 2026

Facts

Date	October 14, 2026, 4:00 p.m. – 10:00 p.m.
Venue	Villa von Blofeld, Munich (tbc)
Guests	60–80 Guests from the Bundeswehr and industry
Access	Every participant's application will be approved; entry is subject to verification of identification
In Focus	Understanding the structures of the Bundeswehr, creating opportunities for innovative companies, and facilitating personal contacts



KEYNOTE SPEAKER

Admiral Christian Bock

Head of the Bundeswehr Innovation Center (InnoZBw), Erding

The Innovation Centre is the place where the Bundeswehr actively seeks out innovators from industry — and sets the pace on the ground.

Joined by reservists who work in industry themselves — and by law firms specialising in public procurement, defense and export control law.

AGENDA

Six hours that make a difference



Two discussion sessions, each lasting approximately 45 minutes, featuring representatives from the Bundeswehr, industry and law firms — moderated, in a lounge setting, with questions from the audience.

Three perspectives. One table. Real dialogue.

Knowing the need is not enough. Meeting the formal requirements matters, too.

NEEDS

Bundeswehr Innovation Center, end-users, and planners

What does the Bundeswehr really need—and where are the bottlenecks on the path to 2029?

TRANSLATION

Reservists who work in industry themselves

How does the organisation work? Who do you need to know?

REGULATIONS

Law firms specializing in procurement, defense, and export control law

What formal requirements do I need to meet in order to be allowed to offer and supply my products in the first place?

Reservists are the bridge between industry and the Bundeswehr — combining military experience, industry expertise and established networks.

One example: every defense project needs electronics.

Sensors, communications, electronic countermeasures, embedded computing, power electronics, ruggedized hardware, power supply—the market is there, but access is lacking.



Dual-Use as a Pathway

Many off-the-shelf products have long been suitable for defense applications—it's just that no one knows it. DENEX makes the match possible: the Bundeswehr's needs meet the capabilities of industry.



The real hurdles are identified

From DUNS to NCAGE and NATO Supply Numbers, prequalification, security clearance, certification, export controls, and entry as a subcontractor.



Direct access to end users

Direct dialogue with those defining the need. Peer exchange with companies on the same journey.

Technology is only half the answer. Knowing where it is needed is the other half.

The supply chain can make or break a defense project.

Defense projects rarely fail because of design—but rather because of the availability, origin, and exportability of components.

Lifecycles of 15–30 years

Obsolescence management, last-time-buy, and guaranteed future supply are tough requirements—and your home turf.

Traceability & Counterfeit Protection

Authorized distribution is a key differentiator from broker-sourced goods in safety-critical applications.

Export Control & Sovereignty

Identify ITAR-related items, offer European alternatives, and establish secondary sources and stockpiles for ramp-up scenarios.

The Multiplier Effect

You're not just opening up a market for yourself—you'll gain access to 32 NATO countries.

Know how the Bundeswehr procures. Bring that expertise to your customers.

Munich is just the beginning

The kick-off event marks the beginning of a series, each focusing on location-specific topics. More experts from industry and the Bundeswehr, as well as additional venues and dates, will follow.

Launch Event Oct 14, Munich Defense, aerospace, space	TBC Hamburg Navy, maritime systems, underwater domain	TBC Frankfurt Air command, air operations, security	TBC Leipzig Digitalisation, logistics, information space	TBC Duesseldorf Critical infrastructure, cyber security, recruitment	TBC Berlin Leadership & command, resilience, politics
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Cooperation rather than parallel structures: We also make use of established leading events — including Enforce Tac (Nuremberg) and XPONENTIAL Europe (Düsseldorf).

From one evening to a lasting network.

Between events, DENEX creates a continuous digital space for curated exchange — supported by editorial reach.

The Community

- LinkedIn channel as a permanent forum for exchange — development starts now, not just in the run-up to the event
- Digital product: recording, recap the following day, short clips for social media
- Plans for a members' area with exclusive content
- Over 1,000 curated contacts, network of reservists and Bundeswehr University members

Editorial reach

5,8 billion

Page views per year on elektroniknet.de

107.000

Newsletter subscribers to the specialist publications

172.600

Circulation figures for Elektronik-publication

Source: IVW 09/2024–08/2025; circulation figures and distribution lists as at Q2/2025.

The Evening Ends. The Network Continues.

Founding partners

The platform is taking shape. Those who join now help shape it — and become part of the core as the series grows.

Put your topic on the agenda

Influence the topics of future DENEX locations — and make your expertise part of the conversation.

Ongoing visibility

Stay visible throughout the entire series — not just for a single evening.

Growing reach

Presence from day one — before the space gets crowded.

First access

Priority access to partner spaces at preferred locations for future events.

Early-bird terms

Guaranteed pricing for all subsequent events in the series.

The inner circle

At launch, the network is at its most focused — making every individual connection more valuable.

Discover the partner packages available to you as a DENEX advertising partner and co-creator on the following page.

Three ways to make your brand stand out as a DENEX partner

	SILVER PARTNER Visibility	GOLD PARTNER Visibility + Reach	PLATINUM PARTNER Reach + Expertise
Branding	Logo placement in the website partner overview Logo placement on the welcome wall	Logo and company profile in the website partner overview (Website) Logo placement on the welcome wall and on stage	Logo placement in a prominent partner section (Website) Logo placement on the welcome wall and on stage Exclusive LED wall with custom-designed content Advertisement in the programme opening sequence
Coverage	Brand mention in the post-event report on elektroniknet.de	Brand mention in the post-event report on elektroniknet.de / in print	Expert quote featured in the post-event report Brand integration in the video recap
LinkedIn	Featured in the partner post	Partner spotlight	Partner Feature Expert Voice Featured in event recap
DENEX Newsletter	—	Featured as partner	Post-event feature
Expertise & Network	—	—	Integration into the DENEX network In-house seminar “Do You Speak Bundeswehr?” with DENEX experts
Special Add ons (first come, first serve)	—	—	Signature drink · Partner poll · Event quiz · 12-month-feature on LinkedIn
Complimentary Tickets	1 ticket	2 tickets	4 tickets
Package price	from €3,990	from €6,990	from €9,990

What each service includes

Partner Spotlight

A standalone LinkedIn post introducing the partner.

Expert Quote

Direct quote from a company representative in follow-up coverage.

Video Statement

Short expert video featuring the partner on the event channel.

Post-Event Feature

Highlighting the partner in the event recap.

Partner Poll

Live voting in the hall with partner branding.

Partner Feature

Editorial article about the company, its technology, or its expertise.

Expert Voice

Original audio for the LinkedIn channel, e.g., “3 Questions for ...” on a specialized topic.

Video Recap

Inclusion of the partner in the event recap.

Signature Drink

Custom naming of the drink, including a mention by the host.

Event Quiz

Interactive, branded quiz to engage participants.

DENEX Network: 1,000+ contacts across email and LinkedIn, a strong reserve officer and Bundeswehr university network, and established connections across the defense and tech industries.

TICKETS & ATTENDANCE

Participation is driven by relevance — not price.

€290

INDUSTRY SINGLE TICKET*

plus VAT, access upon accreditation

Free of charge

BUNDESWEHR SINGLE TICKET

limited availability

*Ticket prices are solely intended to cover event costs.

THE FRAMEWORK FOR PARTICIPATION

Access is not for sale

Participation in DENEX does not buy access to Bundeswehr organisations — such as the Innovation Centre — or to key stakeholders. These connections remain open beyond DENEX and can be established independently by every participant. DENEX creates the setting for dialogue. It does not sell access.

Limited by design

The number of participants is deliberately limited — not for commercial reasons, but because the size of the venue and our commitment to genuine, personal dialogue require it. Only within a small, curated group is meaningful, peer-to-peer exchange possible.

Partner packages are branding opportunities

The packages are not a ticket to access — they are marketing opportunities. They provide reach and visibility within the DENEX environment through media placements, communications and the supporting programme. Who participates is determined by relevance and fit with the topic — not by the size of the investment.

DO YOU SPEAK BUNDESWEHR?

See you on October 14 - at the Villa of Blofeld.

Interested in being part of the launch? Get in touch — as a guest or as an early partner. With a maximum of 80 guests, the event is deliberately kept small to create the space for meaningful dialogue and valuable connections. All registration and accreditation is handled directly by the DENEX team.

DENEX · DEFENSE NEXUS

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An event by MindMade GmbH and Componeers GmbH

