DENEX #2

DEFENSE NEXUS | INDUSTRY MEETS DEFENSE

MISSION SPEED:

“Speed is the decisive capability. And sovereignty is its foundation.”

Why speed alone is not enough and agility decides deterrence.

ENGINEERED IN GERMANY.

28 JANUARY 2027

MERCEDES-BENZ TOWER MUNICH
4:00 - 10:00 PM

BY INVITATION ONLY



Mercedes-Benz Tower, Munich — 28 January 2027

KEY FACTS

Date	28 January 2027, 4:00 – 10:00 PM
Venue	Mercedes-Benz Tower, Munich
Guests	Decision-makers from the Bundeswehr and industry
Access	By invitation only; every request is accredited, admission after ID check
Focus	How the Bundeswehr and industry can find a common rhythm, and why only those who master their own software, data and interfaces can be fast.

“The mission has only one word: speed.”



Commodore Christian Bock

Head of the Bundeswehr Innovation Centre (InnoZBw), Erding

The role model is Ukraine: an entire country has become an innovation loop. Requirements there change every two weeks, and anyone who can’t keep up is out.

Those who demand speed cannot afford to lose time on detours. DENEX #2 picks up right there. We ask how this mission becomes a capability, and we do so where the discussion began: in Munich.

Not a panel, but a dialogue. Small circle, big impact.

The goal of the evening: bringing the Bundeswehr and industry into a common rhythm, through open exchange instead of a lecture format.

PACE

How does speed become a capability and not just an aspiration?

Ukraine shows what is possible in a two-week cycle. We ask what can be transferred and what cannot.

RHYTHM

Start-ups think in weeks, procurement thinks in years.

What must change in procurement, testing and certification so that the Bundeswehr and industry work at the same pace? Sometimes 70 percent is better than zero.

SOVEREIGNTY

Anyone who wants to adjust course quickly must master their own software, data and interfaces.

How much digital sovereignty does speed require, and where does it slow it down?

Your benefits as a DENEX sponsor

	SILVER PARTNER Networking	GOLD PARTNER Matchmaking	PLATINUM PARTNER Matchmaking + Potential Analysis
Branding	Logo in partner overview (website) Logo on welcome wall	Logo in partner overview (website) Logo on welcome wall and stage	Logo in special partner section (website) Logo on welcome wall and stage
Coverage	Mention in post-event report (elektroniknet.de and Markt&Technik trade fair issue for Enforce Tac, pub. 19 Feb 2027)	Mention in post-event report (elektroniknet.de and Markt&Technik trade fair issue for Enforce Tac, pub. 19 Feb 2027)	Expert quote in post-event report (elektroniknet.de and Markt&Technik trade fair issue for Enforce Tac, pub. 19 Feb 2027)
LinkedIn	Mention in partner post	Partner Spotlight	Partner Feature Expert Voice
DENEX Newsletter	Mention as partner	Partner Spotlight	Post-Event Feature
Exclusive Access	Open networking during the event	Matchmaking within the DENEX network General potential analysis with standardised questionnaire	Matchmaking within the DENEX network with reserved time slot and meeting area Qualitative potential analysis in a personal Teams interview with network experts
Thought Leadership			Markt&Technik podcast episode (exclusive / topic of choice / style: editorial interview)
Included Attendance	1 Ticket	2 Tickets	4 Tickets
Package Price	**€3,990**	**€6,990**	**€9,990**

What’s behind the building blocks

Partner Spotlight

Stand-alone post introducing the partner.

Partner Feature

Editorial article on the company, its technology or expertise.

Post-Event Feature

Editorial article on the company, its technology or expertise, tailored to the network’s topics.

Expert Voice

Statement by a company representative (e.g. “3 Questions for …”) on a specialist topic.

Potential Analysis

Quantitative/qualitative analysis by DENEX experts assessing your potential in the defence market

Matchmaking

Takes place as part of the booked in-person event.

Markt&Technik Podcast

A podcast episode with a company representative in editorial interview style (topic and date of your choice)

Expert Quote

Statement by a company representative in the post-event coverage.

DENEX network: more than 1,000 contacts on the mailing list and on LinkedIn, a strong network of reserve officers and reservists, and connections to the defence and tech industries.

Relevance decides who attends — not price.

€345

Single ticket industry*

plus VAT, access subject to accreditation

free of charge

Single ticket Bundeswehr

Strictly limited, access subject to accreditation

Access cannot be bought

Access to the event, and thus to Bundeswehr organisations such as the Innovation Centre, as well as dialogue with the protagonists is neither exclusive nor for sale and is not regulated by price. Every participant can also be approached openly outside of DENEX.

Limited numbers out of necessity

The number of participants is deliberately limited — not for commercial reasons, but because the size of the venue and the aim of a genuine, personal dialogue require it. Only in a small, curated circle is an exchange at eye level possible.

Packages are advertising services

The packages offered are not access criteria but advertising and marketing services: reach and visibility around the event — via media placements, communication and the supporting programme. Participation is determined by relevance and fit with the subject area, not by the size of an investment.

*Ticket prices serve solely to cover event costs.

Six hours that move things forward

4:00 PM

Arrival & Welcome

Introduction to the evening, first get-together in the ambience of the Tower.

4:30 PM

Keynote & Dialogue Round I

Pace & Rhythm (working title)

6:15 PM

Dialogue Round II

Sovereignty (working title)

7:00 PM

Flying Dinner & Networking

Good food, lounge conversations, targeted contacts — until 10:00 PM.









Two dialogue rounds of approx. 45 minutes each, with representatives of the Bundeswehr, industry and a law firm — moderated, in a lounge setting, with questions from the audience.

One evening becomes a network

Between events, a permanent space for exchange emerges — digital, curated and backed by editorial reach.

THE COMMUNITY

- LinkedIn channel as a permanent space for exchange
- Digital product: recordings, recap the next day, cutdowns for social media
- Members' area with exclusive content planned
- More than 1,000 curated contacts, reservist and Bundeswehr university network

EDITORIAL REACH

5.6 m

views per year on elektroniknet.de*

102,700

newsletter recipients of the trade media*

170,123

circulation of the electronics titles*

The evening doesn't end at 10:00 PM — it is the entry point into a network that keeps going.

*Source: publisher data 08/2025-07/2026; recipients as of Q3/2026; circulation IVW Q2/2026 incl. e-paper.

Munich is the beginning, not the end

Further speakers from industry and the Bundeswehr, venues and dates to follow.

Sequel 28 Jan 2027

Munich

Defence, aerospace, space

IN PLANNING

Hamburg

Navy, maritime systems, underwater domain

IN PLANNING

Frankfurt

Air command, air operations, security

IN PLANNING

Leipzig

Digitalisation, logistics, information space

IN PLANNING

Düsseldorf

Critical infrastructure, cyber, recruiting

IN PLANNING

Berlin

Leadership & command, resilience, politics

Cooperation instead of parallel structures: In addition, we use established flagship events to build the DENEX network — including Enforce Tac (Nuremberg) and XPONENTIAL Europe (Düsseldorf).

A high-quality format for doers

Relevant knowledge, the right people, good food and exchange that moves things forward – deliberately away from classic conference formats.

THIS IS DENEX

Curated executive dinner format with dialogue rounds

Closed circle: vetted guests

First-hand information, exchange at eye level

Lounge atmosphere instead of rows of seats, dialogue instead of lectures

With a community between events

THIS IS NOT DENEX

Not a trade fair and not an exhibition

Not a congress with a lecture programme

Not an incubator and not an accelerator

Not an open event – access only after accreditation

Not a sales stage – the focus is on dialogue

The limited number of participants is a prerequisite: only in a small, curated circle is an exchange at eye level possible.

The mission has only one word: speed!

See you on 28 January at the Mercedes-Benz Tower in Munich.

Get in touch if you would like to be part of the sequel — as a guest or as a founding partner. The number of participants is limited, due to space and to enable meaningful dialogue. Accreditation is handled by us.

DENEX · INDUSTRY MEETS DEFENSE

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An event by MindMade GmbH and Componeers GmbH

