



20. September 2022

KRONE: DENKFABRIK LIVE AT THE IAA TRANSPORTATION

Hourly program: a platform for start-ups and discussion

In addition to numerous innovations, visitors to the IAA Transportation 2022 in Hanover can expect a varied and multi-faceted programme with the “Krone Denkfabrik”. This Think Tank is part of the Krone stand in Hall 27. Within the Denkfabrik, Krone offers start-ups the opportunity to present and exchange their own ideas, therefore creating an innovation and communication platform. Every day of the trade fair, entertaining dialogue formats take place every hour: two- to three-minute start-up pitches with subsequent question and answer sessions, workshops or the “Tech-Talk” with discussion rounds on topics such as the eTrailer or Smart Capacity Management digital load compartment monitoring using cameras.

Other formats include the “Deep Dive” with closer views on Krone products and the “Politics Talk” with well-known participants such as VDA president Hildegard Müller, BGL Chairman of the Board Prof. Dirk Engelhardt or Bernard Krone, Chairman of the Supervisory Board of the Krone Holding.

Instead of a conventional stage with fixed seating rows and traditional, front-facing lectures, the Krone Denkfabrik encourages a more relaxed exchange, thanks to its modular seating elements arranged in a lounge atmosphere. On the weekends, the program revolves around drivers, inspired by the theme “Krone & Friends”.

Those who cannot visit the Krone trade fair stand in person in Hanover can still find out more via social media. Krone TV publishes posts from the IAA Transportation 2022 every day, and a daily podcast provides deeper insights into the Denkfabrik and the topics discussed there. The www.krone-trailer.com website provides the latest news during the trade fair, as well as the entire Denkfabrik schedule.

Visit us at the Krone trade fair stand!

IAA Transportation 2022 | 20/09/2022 – 25/09/2022 |

Hanover Fair | Hall 27 | Stand C40 | outdoor area N41, Q41, P43



If you have any questions, please do not hesitate to contact me.:

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