Tech Show Frankfurt 2027

Content Themes & Speaker Guide

CLOUD & AI INFRASTRUCTURE | CLOUD & CYBER SECURITY EXPO | BIG DATA & AI WORLD | BARC | DATA CENTRE WORLD

CloserStill

Tech Show Frankfurt 2027

Content Themes & Speaker Guide

Thank you for your interest in speaking at Tech Show Frankfurt!

This guide introduces the themes shaping the 2027 conference programme and is designed to help you identify where your expertise and proposed session fit best across our four co-located shows.

We're looking for speakers who can bring project experience, practical technical insight and lessons learned along the way.

PREVIOUS SPEAKERS INCLUDE

Prof. Dr. Holger Schmidt

Prof. Dr. Miriam Meckel

Dr. Mark T. Hofmann

Programme Overview

? Who attends?

Tech Show Frankfurt attracts technology decision-makers and practitioners from organisations of all sizes across the public and private sectors.

TYPICAL ATTENDEES INCLUDE

- CIOs, CTOs & CISOs
- Enterprise & Solution Architects
- Cloud & Infrastructure Leaders
- Cyber Security Professionals
- Data & AI Leaders
- Engineers & Developers
- IT Operations & Transformation Teams

INDUSTRIES REPRESENTED INCLUDE

- Manufacturing
- Financial Services
- Healthcare
- Retail
- Energy & Utilities
- Public Sector
- Telecommunications
- Transport
- Technology Providers

? What we're looking for?

✓ Real business or technical challenges
✓ Practical implementation experience
✓ Honest lessons learned
✓ Actionable takeaways
✓ Customer case studies and joint sessions
✓ Tailored to the intended audience

✕ Sales pitches
✕ Product demonstrations
✕ Marketing presentations

We're looking for practitioners, technology leaders and organisations with experience to share.

If your proposal is primarily commercial, we'll discuss the most appropriate speaking opportunities with you.

! Four shows. Three streams.

Each show is organised into three content streams:

CLOUD & AI INFRASTRUCTURE
CLOUD & CYBER SECURITY EXPO
BIG DATA & AI WORLD | BARC
DATA CENTRE WORLD

1 – STRATECIC / LEADERSHIP

The executive lens (strategy, investment, governance, decision-making)

2 – TECHNICAL

The engineering lens (architecture, implementation, operating the platform)

3 – APPLIED / PRACTITIONER

The real-world lens (case studies, outcomes, lessons learned)

What makes a strong proposal?

01	**Start with the challenge**	Make the challenge, decision or opportunity clear in the title and description.
02	**Bring evidence**	Case studies should include context, the approach taken, the choices made and the result.
03	**Share what was learned**	We welcome honest accounts of what changed, what failed or what proved harder than expected.
04	**Match the level to the audience**	Be clear whether the session is a leadership discussion, technical deep dive or broadly accessible case study.
05	**Keep it practical**	Sponsored session proposals are strongest when they include a customer, a real project or independently supported implementation evidence.

CROSS-SHOW FOCUS

Germany's Digital Future

A theme running across all four shows.

- Public-sector digital transformation
- Digital sovereignty
- Interoperability and open standards
- Critical digital infrastructure
- Innovation and competitiveness

FOUR SHOWS, THREE STREAMS EACH

SHOW	1 – STRATEGIC / LEADERSHIP	2 – TECHNICAL	3 – APPLIED / PRACTITIONER
Cloud & AI Infrastructure	Cloud Strategy, Sovereignty & Control	Building & Operating AI-ready Platforms	AI Infrastructure: Performance, Cost & Scale
Cloud & Cyber Security	Cyber Resilience, Risk & Regulation	Securing the AI & Cloud Stack	Incident Ready
Big Data & AI World	Enterprise AI: Value, Governance & Workforce	Data Foundations & AI Engineering	Data & AI in Practice
Data Centre World	Powering Europe's AI Infrastructure	Engineering the Next-Generation Data Centre	Sustainable & Resilient Data Centre Operations

Case studies from all sectors are welcome, including manufacturing, financial services, healthcare, retail, energy, telecommunications and the public sector.

METHODOLOGY
How the streams above were identified and validated.

DR **Desk research**
Market reports & policy analysis across all four shows.

28 **Qualitative interviews**
In-depth conversations with past visitors.

100+ **Quantitative survey**
Industry responses, analysed overall, by role/tech focus.

CROSS-SHOW STAGE

Tech Show Frankfurt Keynote Stage

The strategic conversations shaping technology

The Tech Show Frankfurt Stage is reserved for C-level executives and senior decision-makers, bringing together strategic perspectives from across the technology landscape.

Sessions on this stage should have broad strategic relevance and appeal to the wider Tech Show Frankfurt audience.

KEY THEMES INCLUDE

Leadership & Strategy

For CEOs, CIOs and senior leaders discussing business transformation, investment, policy and the future of technology.

TOPICS COULD INCLUDE

- Germany’s digital competitiveness
- AI and economic growth
- Technology leadership
- Digital sovereignty
- Public policy and regulation

Cross-Industry Innovation

Sessions bringing together perspectives from multiple industries or disciplines.

TOPICS COULD INCLUDE

- Digital transformation
- AI adoption across sectors
- Skills and workforce
- Sustainability
- Collaboration between public and private sectors

The Future of Technology

Big-picture conversations about emerging technologies and what's next.

TOPICS COULD INCLUDE

- AI's future direction
- Quantum computing
- Robotics
- Next-generation infrastructure
- Future trends

CONTENT STREAMS · TECH SHOW FRANKFURT 2027

Cloud & AI Infrastructure

This programme covers hybrid environments, AI workloads, cost control, and the decisions organisations face around sovereignty, resilience and long-term strategy.

Use this guide to place your proposed session in the right stream – each has a distinct audience, promise and scope.

01

STRATEGIC / LEADERSHIP

Cloud Strategy, Sovereignty & Control

AUDIENCE

CIOs, CTOs, cloud and infrastructure directors, enterprise architects, sourcing leaders, governance, risk and compliance leaders.

FOCUS

What cloud strategy should we adopt?

Explore the strategic decisions shaping cloud adoption, sovereignty, governance and AI infrastructure.

TOPIC CLUSTERS

- Enterprise cloud strategy
- Digital sovereignty, portability and provider choice
- Cloud governance, architecture standards and operating models
- Build, buy or partner for AI infrastructure
- Vendor strategy and exit planning

BEST SUITED TO THIS STREAM

Provider, portfolio, sovereignty and control decisions. *Physical capacity sessions belong in Data Centre World; detailed platform implementation belongs in Stream 2.*

02

TECHNICAL

Building & Operating AI-Ready Platforms

AUDIENCE

Cloud architects, platform engineers, SREs, DevOps teams, infrastructure engineers, AI platform teams and developer-experience leaders.

FOCUS

How do we build and operate it?

Share how your team built, integrated or operated the platforms that support modern applications and AI.

TOPIC CLUSTERS

- Platform engineering and developer platforms
- AI platforms across cloud, edge and on-premises environments
- Kubernetes, serverless and workload placement
- Observability, reliability engineering and automated operations
- GPU orchestration, data pipelines and inference infrastructure
- Integrating SAP and legacy platforms

BEST SUITED TO THIS STREAM

Technical sessions about building and operating shared platforms. *Deep threat, identity and incident-response content belongs in Cloud & Cyber Security.*

03

APPLIED / PRACTITIONER

AI Infrastructure: Performance, Cost & Scale

AUDIENCE

Cloud operations, FinOps, infrastructure managers, application owners, procurement, IT finance and transformation practitioners.

FOCUS

How do we make it perform economically in the real world?

Share practical approaches to improving cloud economics, performance and operation.

TOPIC CLUSTERS

- FinOps for cloud, SaaS and AI workloads
- Cloud and AI workload economics
- TCO, unit economics and cost-to-value
- Workload placement, repatriation and hybrid optimisation
- Licensing, commitments and supplier economics
- Application modernisation and legacy economics
- Automation, efficiency and operational optimisation

BEST SUITED TO THIS STREAM

Operational and economic improvement. *Enterprise portfolio strategy belongs in Stream 1; deep platform construction belongs in Stream 2.*

CONTENT STREAMS · TECH SHOW FRANKFURT 2027

Cloud & Cyber Security

This programme covers identity, AI security and cloud resilience, and the decisions organisations face around risk, regulation and recovery.

Use this guide to place your proposed session in the right stream – each has a distinct audience, promise and scope.

01

STRATEGIC / LEADERSHIP

Cyber Resilience, Risk & Regulation

AUDIENCE

CISOs, CIOs, risk leaders, security directors, board-level technology leaders, compliance and critical-infrastructure leaders.

FOCUS

How do we manage cyber risk and build resilience?

Help organisations strengthen resilience through better strategy, governance and risk management.

TOPIC CLUSTERS

- Cyber strategy, governance and board accountability
- DORA, NIS2 and operational resilience
- Third-party and supply-chain resilience
- Crisis preparedness and scenario planning
- Security culture, skills and organisational accountability

BEST SUITED TO THIS STREAM

Board and enterprise decisions about risk, investment, accountability and readiness. *Detailed architecture belongs in Stream 2; incident practice belongs in Stream 3.*

02

TECHNICAL

Securing the AI & Cloud Stack

AUDIENCE

Security architects, IAM/PAM teams, cloud and application security engineers, red teams, vulnerability teams and AI security specialists.

FOCUS

How do we secure our technology before attackers get in?

Show how organisations reduce cyber risk through secure architecture, identity and preventive controls.

TOPIC CLUSTERS

- Identity, access and privileged security
- Machine, workload and AI identities
- Exposure management and attack paths
- Secure AI, cloud and application design
- API and software supply-chain security
- Vulnerability management and remediation

BEST SUITED TO THIS STREAM

Preventive controls, secure design and the removal of weaknesses before an incident. *Detection, investigation and response practice belongs in Stream 3.*

03

APPLIED / PRACTITIONER

Incident Ready

AUDIENCE

Security and IT practitioners, security operations leaders, incident managers, business-continuity teams, risk teams and others involved in crisis response.

FOCUS

How do we detect, respond to and recover from incidents?

Share practical lessons from detecting, responding to and recovering from cyber incidents.

TOPIC CLUSTERS

- Ransomware, extortion and data breaches
- Cloud and identity incidents
- Incident response and crisis leadership
- Cross-functional coordination
- Recovery, resilience and business continuity
- Human risk, phishing and fraud
- Post-quantum readiness

BEST SUITED TO THIS STREAM

Real incidents, exercises and response lessons. *Strategic governance belongs in Stream 1; secure architecture and preventive controls belong in Stream 2.*

CONTENT STREAMS · TECH SHOW FRANKFURT 2027

Big Data & AI World

This programme covers trusted data, production systems and the decisions that turn AI into measurable, everyday value.

Use this guide to place your proposed session in the right stream – each has a distinct audience, promise and scope.

01 STRATEGIC / LEADERSHIP

Enterprise Data & AI: Value, Governance & Workforce

AUDIENCE

CIOs, CDOs, CAIOs, business leaders, transformation leaders, governance, legal, risk and HR/workforce leaders.

FOCUS

Where do Data & AI create business value?

Explore the strategic decisions shaping Data & AI strategies, governance and organisational change.

TOPIC CLUSTERS

- Data & AI strategy, portfolios and investment priorities
- Business value, ROI and measuring success
- Data & AI sovereignty and strategic control
- Governance, regulation, operating models and accountability
- Data & AI culture, literacy, workforce transformation and adoption

BEST SUITED TO THIS STREAM

Enterprise choices, accountability, investment, governance and workforce change. *Implementation architecture belongs in Stream 2; detailed project cases belong in Stream 3.*

02 TECHNICAL

Data Foundations & AI Engineering

AUDIENCE

Data engineers, data architects, ML/AI engineers, platform teams, analytics engineers, governance and technical product teams.

FOCUS

How do we build reliable Data & AI systems?

Share how your team built, integrated or operated the platforms powering modern Data & AI.

TOPIC CLUSTERS

- AI-ready data, data quality, lineage and observability
- Context engineering, semantic layers and knowledge graphs
- DataOps, MLOps, LLMOps and AI evaluation
- Enterprise data integration and interoperability
- Knowledge platforms, RAG and semantic search
- AI agents, orchestration and production AI systems
- Data integration across SAP and enterprise systems

BEST SUITED TO THIS STREAM

Sessions that explain engineering decisions, trade-offs, failures and operating lessons. *Generic AI trend talks are less suitable.*

03 APPLIED / PRACTITIONER

Data & AI in Practice

AUDIENCE

Business and technology practitioners, product teams, analysts, functional leaders and cross-industry visitors.

FOCUS

How are organisations using Data & AI in practice?

Share practical examples of how organisations are applying AI to improve business outcomes, services and day-to-day operations.

TOPIC CLUSTERS

- AI assistants, copilots and everyday productivity
- Agentic AI and end-to-end process automation
- Embedded analytics, decision intelligence and AI-supported decisions
- AI in manufacturing, business functions and public services
- Projects that delivered measurable outcomes and transferable lessons

BEST SUITED TO THIS STREAM

Sessions built around a real problem, user, implementation and result. *Investment and governance belong in Stream 1; architecture and engineering belong in Stream 2.*

CONTENT STREAMS · TECH SHOW FRANKFURT 2027

Data Centre World

This programme covers the power, engineering and operational decisions behind delivering AI infrastructure.

Use this guide to place your proposed session in the right stream – each has a distinct audience, promise and scope.

01

STRATEGIC / LEADERSHIP

Powering Europe's AI Infrastructure

AUDIENCE

Data centre owners, investors, operators, utilities, energy providers, policymakers, developers and senior infrastructure leaders.

FOCUS

Where will Europe's AI infrastructure come from?

Explain where AI capacity can be built, financed and powered – and what Europe and Germany must do to remain competitive.

TOPIC CLUSTERS

- Power and grid capacity
- Energy procurement and on-site generation
- AI factories, sovereign compute and HPC
- Investment, financing and site selection
- European infrastructure strategy

BEST SUITED TO THIS STREAM

Proposals about investment, policy, power availability, market structure and senior-level trade-offs. *Detailed facility design is better suited to Stream 2.*

02

TECHNICAL

Engineering the Next-Generation Data Centre

AUDIENCE

Engineers, designers, architects, commissioning teams, controls specialists, facilities teams and technical suppliers.

FOCUS

How do we design and build it?

Show how high-density and AI-ready facilities are designed, built, commissioned and secured in practice.

TOPIC CLUSTERS

- High-density design and advanced cooling
- Electrical systems, transformers, power quality and redundancy
- Building controls, automation and commissioning
- Modular construction, digital design and faster delivery
- Physical security and convergence with operational technology

BEST SUITED TO THIS STREAM

Current projects with technical specificity, measured results and clear design choices. *Generic product showcases or strategy-only presentations are less suitable.*

03

APPLIED / PRACTITIONER

Sustainable & Resilient Data Centre Operations

AUDIENCE

Operators, facilities teams, sustainability leaders, supply-chain partners, owners, occupiers and professionals entering the sector.

FOCUS

How do we operate it efficiently over its lifetime?

Explore how operators are improving efficiency, resilience and sustainability in live facilities.

TOPIC CLUSTERS

- Energy and water efficiency
- Predictive maintenance and automation
- Operational resilience and business continuity
- Supply-chain resilience, skills and workforce
- Asset lifecycle management and retrofit

BEST SUITED TO THIS STREAM

Cross-functional cases showing how technical and sustainability choices affect the running or improvement of a facility, without becoming a deep engineering session.

Thank you

Thank you for taking the time to explore the themes shaping our 2027 programme. We're looking forward to hearing your ideas and building a programme that reflects the work happening across cloud, AI, security and infrastructure today.

Ready to share your expertise? Submit your proposal via our Apply to Speak page at techshowfrankfurt.de.

SHOW DETAILS

19-20 May 2027

Messe Frankfurt, Germany

techshowfrankfurt.de

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