



# GERMAN DATACENTER CONFERENCE

19 / 20 SEPTEMBER 2022  
FRANKFURT AM MAIN

DEPOT 1899 · TEXTORSTRASSE 33 · 60594 FRANKFURT

[WWW.GDC-CONFERENCE.COM](http://WWW.GDC-CONFERENCE.COM)

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# MONDAY 19 SEPTEMBER

## 15:00 GENERAL ASSEMBLY 2022

OF ALL MEMBERS AND PARTNERS OF THE  
GERMAN DATACENTER ASSOCIATION E.V.

## 18:00 WELCOME RECEPTION

OPEN FOR ALL MEMBERS AND PARTNERS  
AS WELL AS ALL CONFERENCE PARTICIPANTS

The welcome reception will provide plenty of space for initial discussions and networking for all members and partners, as well as all conference participants.

# TUESDAY 20 SEPTEMBER

## MORNING PROGRAMME

### DATACENTER INVESTMENT DESTINATION GERMANY

09:00

DOORS OPEN

10:00

WELCOME & OPENING

10:10 - 10:30



Michael Dada  
CBRE

### OUTLOOK GERMAN DATACENTER MARKET

Germany is regardless growing concern on power supply and limited land availability still the most demanded market for data center investments on the continent.

Michael Dada will give a summary on the recent growth of the DC market from a real estate perspective and try to do an outlook on the things laying before us.

10:30 - 11:10

Moderated by



Maxi Sarwas

### C-LEVEL DATA CENTER PANEL

### INVESTMENT IN GERMANY VS. WAR OF TALENT



Matt Pullen  
CyrusOne



Neil Johnson  
CBRE



Eric Boonstra  
Iron Mountain



Peter Pohlschröder  
NDC-GARBE

11:10 - 11:50

Moderated by



Jens-Peter Feidner  
Equinix

### ENTERPRISE MEETS COLOCATION

HOW TO MOVE INTO COLOCATION, USING THE (PUBLIC) CLOUD WITH DATA SOVEREIGNTY, AND THE CHALLENGES OF SUSTAINABILITY



Stefanie Kemp  
Sana Group



Benedikt Ernst  
Kyndryl



Erik Thorwirth  
Henkel



Najat Messaoud  
Microsoft

Jürgen Otto  
Deutsche Börse

11:50 - 12:45

LUNCH

# TUESDAY 20 SEPTEMBER

## AFTERNOON PROGRAMME STRATEGY & INVESTMENT

### GROUND FLOOR

12:45 - 13:05

### MASTERPLAN DATA CENTER



Lars Reubekeul  
DLA Piper

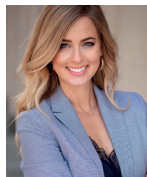
Whether due to climate change, rising electricity costs or increasingly scarce building land - the data center industry is rapidly changing. This has also been recognized by the city of Frankfurt, which is home to around 60 company-independent data centers. With its new „Data Center Master Plan“, the city intends to regulate the construction of new data centers more strictly in order to do equal justice to the data center industry and other sectors of the economy.

Lars Reubekeul will provide an overview of the new regulations in Frankfurt, their legal implications and possible future developments.

13:05 - 13:45

### MASTERPLAN – OPPORTUNITIES AND RISKS FOR THE GERMAN DC MARKET

Moderated by



Maxi Sarwas



Peter Knapp  
CloudHQ



Tilman von  
Hertzberg  
Angelo Gordon



Lars Reubekeul  
DLA Piper



Christina Mertens  
Virtus Data Center

13:45 - 14:05

### FUTURE DATACENTER – SECURE, EFFICIENT AND SUSTAINABLE DATA CENTERS

Konstantin Hartmann | NTT Global Data Centers

14:05 - 14:45

### DATA CENTER 2.0 SUSTAINABLE DESIGN & CONSTRUCTION

Moderated by



Alexander Hauser  
TTSP-HWP



Stefan Mink  
IONOS



Oliver Schiebel  
Mainova  
WebHouse



Holger Zultner  
ICT Facilities



Herbert Radlinger  
NDC-GARBE



Manfred Engelhard  
Exyte

14:45 - 15:00

BREAK

# TUESDAY 20 SEPTEMBER

## AFTERNOON PROGRAMME BUSINESS TRENDS

### FIRST FLOOR

12:45 - 13:05

### CRITICAL INFRASTRUCTURE – MOVING INTO COLOCATION



Matthias Reidans  
Rosenberger OSI

In the course of digital transformation, many companies are moving IT to colocation data centers. However, there are a number of things that need to be taken into account, especially for organizations and companies with increased protection requirements. This is because the KRITIS regulation, which has been updated in January 2022, obligates operators of critical infrastructures to comply with special guidelines. What do operators of Critical Infrastructures need to consider when selecting a colocation? How can colocation operators guarantee their customers secure availability meeting KRITIS requirements?

13:05 - 13:45

### MEGATREND CLOUD MIGRATION – THE REVOLUTION OF THE DATACENTER INDUSTRY

Moderated by



Andreas Graf-Matzner  
Vantage Data Centers



Merima Dzanic  
DDI



Stijn Grove  
DDA



Andreas Herden  
Green Mountain



Francisco Mingorance  
CISPE

13:45 - 14:05

### GOOGLE’S JOURNEY TO A CARBON-FREE FUTURE

Tom Quinn | Google

14:05 - 14:45

### THE WAY TO SUPPORT THE CLIMATE NEUTRALITY IN GERMANY

Moderated by



Dr. Béla Waldhauser  
Telehouse



Jakob Jul Jensen  
Danfoss



Anna Blomborg  
Alfa Laval



Benrd Rüffer  
WISAG



Norbert Wenk  
STULZ



Christoph Schenek  
Microsoft

14:45 - 15:00

BREAK



AFTERNOON PROGRAMME  
STRATEGY & INVESTMENT

GROUND FLOOR

15:00 - 15:20 CLIMATE NEUTRALITY IN DATA CENTER – CURRENT DEVELOPMENT IN GERMANY AND TECHNOLOGY TRENDS

Simon Hinterholzer | Borderstep Institute

15:20 - 15:40 PEER DC – THE PUBLIC ENERGY EFFICIENCY REGISTER FOR DATA CENTERS – A COMPETITIVE AND REGULATORY APPROACH TO DRIVE DATA CENTRE ENERGY EFFICIENCY IN EUROPE

Prof. Dr. Peter Radgen | University of Stuttgart

15:40 - 16:20 ZERO CARBON DATA CENTER VS. POWER AVAILABILITY

Moderated by



Peter Junker  
Drees & Sommer



Günter Eggers  
NTT Global Data  
Centers



Timm Dolezych  
Syna



Andreas Paduch  
CyrusOne



Michael Hanisch  
AWS

16:20 - 16:45 DIGITIZATION AT EINTRACHT FRANKFURT

Timm Jäger | EintrachtTech

16:45 - 17:00 SUMMARY OF THE DAY

Maxi Sarwas

AFTERNOON PROGRAMME  
BUSINESS TRENDS

FIRST FLOOR

15:00 - 15:20 THE DATA CENTER OF THE FUTURE – A FULL-STACK VIEW

Sanjay Kumar Sainani | Huawei

15:20 - 15:40 INCREASING VALUE IN DATA CENTER HARDWARE OWNERSHIP – HOW SUPPLY CHAIN SIMPLIFICATION CONTRIBUTES TO FINANCIAL AND SUSTAINABILITY GOALS



Jelle Slenters  
Sims Lifecycle Services

Jelle Slenters looks at trends impacting the German data center industry and offers his perspective on simplification of supply chain becoming a competitive advantage. As the data center industry continues to experience growth resulting from high demand it is also seeking to hit environment, social and governance (ESG) goals and financial budgets at the same time as reducing complexity.

15:40 - 16:00 THE EDGE JOURNEY. DEFINING FUTURE-PROOF INFRASTRUCTURE MODELS FOR DECENTRALIZED DATACENTERS.



Peter Lambrecht  
Vertiv

The presentation will handle challenges and opportunities related to sustainability of edge data centers and data centers in general.

Why can't a data center be more than a data center? Think outside the box!

# TUESDAY 19 SEPTEMBER

## 19:00 GDA YOUNG TALENT AWARD CEREMONY

For the first time in 2022, the **German Datacenter Association** will award the Young Professionals Award for outstanding dissertations in the field of data centres and digital infrastructures. Young professionals and start-up companies can also apply with their ideas for the special prize „Sustainable Data Centers“.

The winners were selected by an independent jury of experts headed by Prof. Dr. Peter Radgen, IER, University of Stuttgart.

Prof. Dr. Kristina Sinemus, Hessian Minister for Digital Strategy and Development, will award the prizes at the gala dinner.



Prof. Dr. Kristina Sinemus  
Patron of the GDA Young Talent Award

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**GLOBAL  
SWITCH**

# GET YOUR TICKET

## GERMAN DATACENTER CONFERENCE WELCOME RECEPTION AT 19 SEPTEMBER INCLUDED

GDA members & partners € 199.00\*

External Guests € 399.00\*

[www.eventbrite.de/e/german-datacenter-conference-2022-tickets-331806501177](https://www.eventbrite.de/e/german-datacenter-conference-2022-tickets-331806501177)

## GDA YOUNG TALENT AWARD CEREMONY GALA DINNER INCLUDED DRESSCODE: BLACK TIE

GDA members & partners  
& conference guests € 199.00\*

External Guests € 249.00\*

[www.eventbrite.de/e/gda-young-talent-award-ceremony-tickets-332794877437](https://www.eventbrite.de/e/gda-young-talent-award-ceremony-tickets-332794877437)

\* VAT & fees excluded

## GET CONNECTED

To make sure, that you don't miss a networking opportunity, create your profile and schedule meetings in the **GDC meeting app!**

**APP.GDC-CONFERENCE.COM**

## ORGANIZER

### OF THE GERMAN DATACENTER CONFERENCE

German Datacenter Association e.V. · Hanauer Landstraße 204 · 60314 Frankfurt  
[WWW.GERMANDATACENTERS.COM](https://www.germandatacenters.com)