# PRESS RELEASE

**25 June 2024: WE-DAY 2024 at MotionLab.Berlin**

**Expertise** **for hardware start-ups**

**June 24, 2024**

Waldenburg (Germany), 21. June 2024 - Workshops, lectures, show truck and dialogue with experts: Würth Elektronik is supporting Berlin-based company founders at MotionLab.Berlin with a free, one-day information event. The manufacturer of electronic and electromechanical components for the electronics industry considers knowledge transfer to be an integral part of its corporate philosophy. Würth Elektronik specifically supports developers with free component samples, development kits or reference designs as well as information events such as WE-DAY 2024.

Support for the start-up community

Since 2018, MotionLab.Berlin has been supporting founders working at the interface of technology and sustainability. Now with two locations in Berlin (Alt-Treptow and in Marzahn), more than 130 start-ups benefit from easy access to a wide range of machines and workshops, a co-working area, events, and, above all, an innovation ecosystem of investors, industry experts, suppliers, and growth opportunities. This combination of resources helps start-ups and companies save valuable time and money when developing new technologies and bringing them to market - greatly increasing their probability of success.

Expertise in theory and practice

At the Bouchéstrasse site, established and budding entrepreneurs can keep up to date with the practical challenges of hardware development. Experts from Würth Elektronik will provide information in lectures, workshops and live demonstrations on the latest topics of EMC/EMI, wireless connectivity, crimping and REDCUBE high-current connections using press-fit technology. In a Q&A session, event participants will be able to speak directly to the experts from Würth Elektronik.

WE-DAY 2024  
MotionLab.Berlin  
Bouchéstraße 12, Hall 20  
12435 Berlin

Agenda

- 10:00–10:30 a.m.: Start

- 10:30–11:30 a.m.: Workshops EMC/EMI basics, crimping

- 11:30–12:00 a.m.: Lecture Wireless Connectivity, Basics

- 12:00–01:00 p.m.: Lunch

- 01:00–02:00 p.m.: Workshops REDCUBES, EMC/EMI Advanced

- 02:15–03:00 p.m.: Lecture Wireless Connectivity with live demo

- 03:00–04:00 p.m.: Q&A session with Field Application Engineers and Field Sales Engineers from Würth Elektronik

[Further information and free tickets here](https://www.eventbrite.de/e/we-day-2024-workshops-lectures-showtruck-and-exchange-with-our-experts-tickets-920894539357?aff=oddtdtcreator)

**Available images**

The following images can be downloaded from the Internet in printable quality: <https://kk.htcm.de/press-releases/wuerth/>

|  |  |
| --- | --- |
| Image source: MotionLab.Berlin  **Exchange with experts in live demonstrations, lectures and workshops.** | Image source: MotionLab.Berlin  **View into MotionLab.Berlin** |

About the Würth Elektronik eiSos Group

Würth Elektronik eiSos Group is a manufacturer of electronic and electromechanical components for the electronics industry and a technology company that spearheads pioneering electronic solutions. Würth Elektronik eiSos is one of the largest European manufacturers of passive components and is active in 50 countries. Production sites in Europe, Asia and North America supply a growing number of customers worldwide.

The product range includes EMC components, inductors, transformers, RF components, varistors, capacitors, resistors, quartz crystals, oscillators, power modules, Wireless Power Transfer, LEDs, sensors, radio modules, connectors, power supply elements, switches, push-buttons, connection technology, fuse holders and solutions for wireless data transmission. The portfolio is complemented by customized solutions.

The unrivaled service orientation of the company is characterized by the availability of all catalog components from stock without minimum order quantity, free samples and extensive support through technical sales staff and selection tools.

Würth Elektronik is part of the Würth Group, the global market leader in the development, production, and sale of fastening and assembly materials, and employs 7,900 people. In 2023, the Würth Elektronik Group generated sales of 1.24 Billion Euro.

Würth Elektronik: more than you expect!

Further information at [www.we-online.com](http://www.we-online.com)

|  |  |
| --- | --- |
| Further information:  Würth Elektronik eiSos GmbH & Co. KG Sarah Hurst Clarita-Bernhard-Strasse 9 81249 Munich Germany  Phone: +49 7942 945-5186 E-mail: [sarah.hurst@we-online.de](mailto:sarah.hurst@we-online.de)  [www.we-online.com](http://www.we-online.com) | Press contact:  HighTech communications GmbH Brigitte Basilio Brunhamstrasse 21 81249 Munich Germany  Phone: +49 89 500778-20 E-mail: [b.basilio@htcm.de](mailto:b.basilio@htcm.de)  [www.htcm.de](http://www.htcm.de) |