

Before



**COPENHAGEN  
FINTECH WEEK**



After

Copenhagen  
Fintech



Copenhagen  
Fintech  
**Week**



Copenhagen  
Fintech  
**Lab**





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# Elevating new nordic innovation

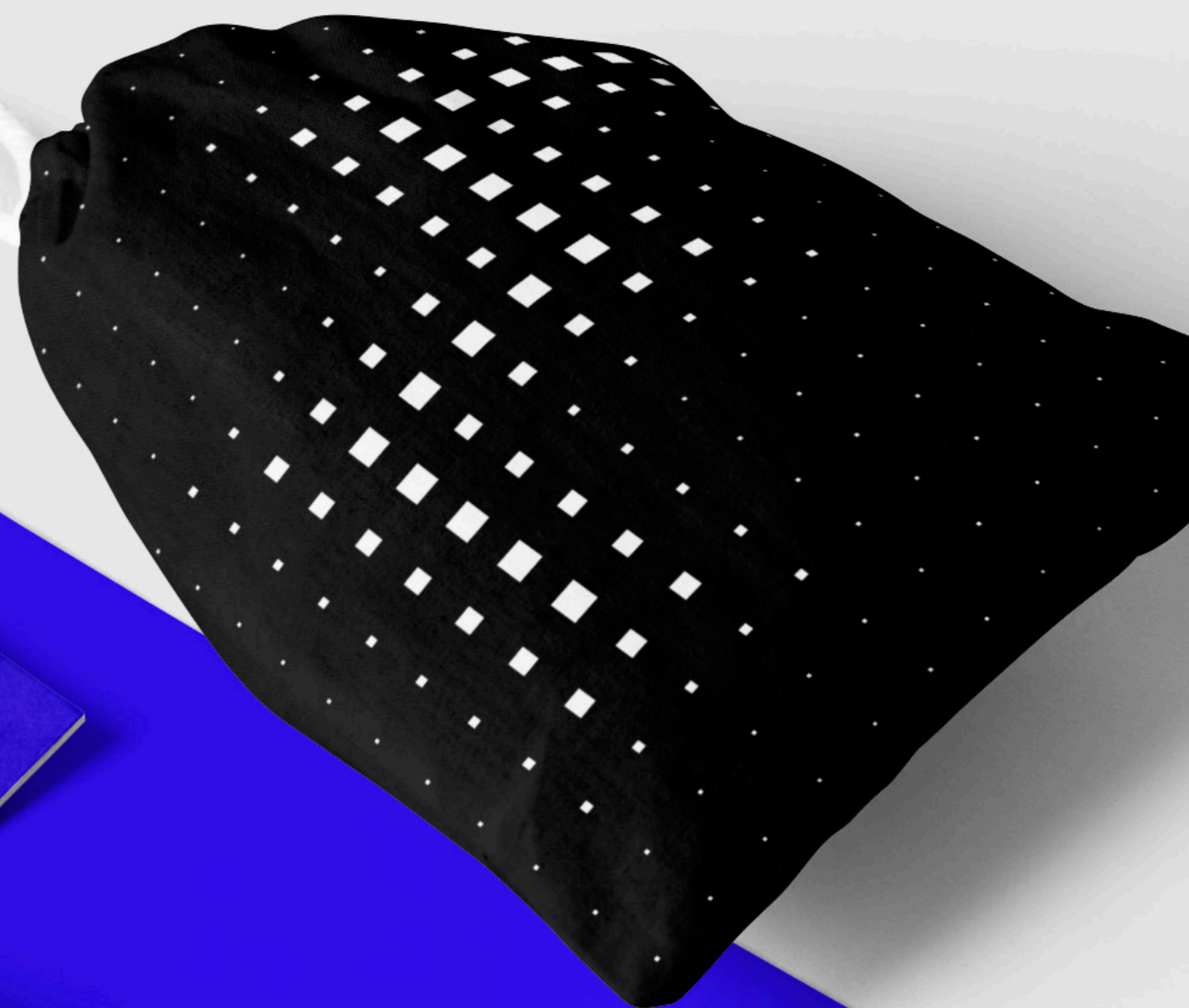
The finance world is looking to the next generation of entrepreneurs to help them stay relevant and stay in business. And so, the competition for investment is fierce and new start-up hubs, communities and co-working spaces are opening daily across the globe.

Copenhagen Fintech needed a new brand story and visual identity that could help them tell the world why Copenhagen is the best place for finance technology start-ups to thrive.

The previous identity and brand architecture looked more like four separate companies which made the brand costly to manage and also increasingly difficult to position Copenhagen Fintech strongly in the global start-up scene.

The rebrand was based on the idea of 'Elevating New Nordic Innovation' which inspired the super simplistic design system at the heart of the new visual identity. We wanted to find an expression that felt techy, bold and playful at the same time — but above all, simple enough to create space to highlight all the different services, people, partners and events that make Copenhagen Fintech a vibrant and thriving community.

Elevating  
new nordic  
innovation.





Copenhagen  
Fintech  
Lab

# Labster

# EEC

Accelerate  
your startup by  
working from  
the epicenter of  
nordic fintech.

# Fintech Tuesdays

Fintech Tuesdays is a series of events  
by Copenhagen Fintech and InfinIT.

Here we bring together (1) academia, (2) startups and (3) corporates and utilize their knowledge on tech themes such as Artificial Intelligence, Blockchain, IoT, Quantum and more to address current challenges and topics in the fintech scene.

29 January  
26 February  
26 March  
30 April  
27 August  
24 September  
29 October  
29 November

Join us in  
Copenhagen

for our great  
Nordic Fintech  
conference

# June 2019

This year, Copenhagen FinTech Week welcomes more than 1000 attendees from all continents.

We invite you to take part in sharing insights with the 60+ international speakers we gathered from over 15 different countries, to join our keynotes and panels tackling hot Tech topics. Immerse yourself in the networking sessions and workshops we crafted for you, meet fantastic fintech startups showcasing and pitching on stage.

# 14— 20th



Copenhagen  
Fintech  
Week

**If success  
can happen  
over night,  
imagine what  
you can do  
in a week.**

Copenhagen  
Fintech  
Week  
2020

- Artificial intelligence
- Big tech
- Blockchain
- Data ethics
- Design
- Insurtech
- IoT
- Matchmaking
- Networking
- Nordic fintech
- Open banking
- Partnerships
- Pitching
- Regulation
- SDGS

Program  
June  
14—20

