**Official go-ahead for Kickstart Europe: offering the latest trends and investments around digital infra**

**One of the first major in-person data center conferences of the year has an official go-ahead. Dutch government has announced the release of covid measures making Kickstart Europe possible in full form on March 14 & 15!**

On March 14 (Welcome Evening) and March 15 (Conference Day), Kickstart Europe offers a familiar conference program for an audience of 750+ professionals from the data center, fiber, and cloud industry. During this annual strategy and networking event in the Amsterdam RAI, industry experts discuss the latest developments in strategy and investments in digital infrastructure.

**Data center strategy and investments**

On March 15, CBRE's Research Director Kevin Restivo will open the conference with an outlook on the European data center market. Followed by a C-level panel with Eric Boonstra (VP & GM Iron Mountain), Dick Theunissen (Managing Director EMEA EdgeConnex), Jan-Pieter Anten (Managing Director EMEA Interxion: a Digital Realty Company) and Clinton Hasell (Group Director Europe Global Switch). The conference also focuses on investments, with a second morning panel called 'Investments in European Digital Infra'. C-level speakers from EXA Infrastructure, APG, Eurofiber and Equinix, led by NIBC Bank, will discuss investment opportunities in this market.

The afternoon program offers networking opportunities, and dynamic panel sessions on technology developments, investment strategies, and EU market developments. Speakers include Peter Lambrecht (Vertiv), Jo-Ann Garbutt (Mercury), Jason King (Rovisys), Ralf Ploenes (Legrand), and Alastair Waite (CommScope). In addition to Stijn Grove from the Dutch Data Center Association, other European industry associations, such as Denmark (represented by Thomas Volder) and Ireland (represented by Gary Connolly) will be present at Kickstart Europe 2022 as well.

Stijn Grove, initiator of Kickstart Europe, is delighted to bring the European industry leaders together again, at the start of an important year. "2022 is a crucial year for the data center, cloud, and connectivity market, as well as the surrounding ecosystem. The global pandemic has made it very clear that our economy depends on digital infrastructure. The ever-growing demand for data processing requires a clear and future-proof strategy. We look forward to discussing these developments with the industry."

More information about KickStart Europe can be found at [www.kickstartconf.eu](http://www.kickstartconf.eu). Or register directly via this link: <https://events.conversationstarter.net/e/kickstarteurope2022>