**Rosenberger OSI joins the German Datacenter Association (GDA) in its anniversary year**

*The cabling specialist expands its network in the data center segment and showcases its expertise at Datacenter & Colocation Day 2021 in Würzburg*

**Augsburg, September 21, 2021 –** Rosenberger Optical Solutions & Infrastructure (Rosenberger OSI), an expert in fiber optic connections, cabling solutions and infrastructure services, is a new member of the German Datacenter Association (GDA). The association, an interest group of operators and owners of data centers of all sizes, is supported by leading research institutes and media partners. “By becoming a member, we would like to contribute actively to improving the perception of the data center industry in both policy making and the society at large. In addition, we are looking forward to the opportunity to network with other innovative companies and colleagues,” said Thomas Schmidt, Managing Director of Rosenberger OSI. “Rosenberger OSI's expertise regarding infrastructure solutions supports GDA's know-how for its members, policymakers and society. We are looking forward to the partnership,” adds Anna Klaft, GDA CEO.

The GDA association, based in Frankfurt am Main, offers data center operators in Germany a platform that allows them to strengthen the growth of the industry and its perception in business, policy making and the society at large. In addition, the GDA represents its members with regard to laws, regulations, standards and norms, other rules and policy issues in the relevant committees. The GDA's declared aim is to improve the general conditions for operating data centers in Germany in the long term and to boost investment in German locations.

**Shaping trends and supporting research**

In addition to winning the “Digital Innovation Leader” award, joining the GDA is another milestone in Rosenberger OSI’s anniversary year 2021. The aim of becoming a member is the qualified discussion of technology and market trends in the data center segment, as well as an active collaboration on standards and norms for the operation of data centers and the support of relevant research projects.

**Trade fair presence in Würzburg**

Furthermore following a break of more than a year due to the pandemic, Rosenberger OSI is participating again in an on-site trade fair: The cabling specialist will showcase new developments for the data center market and present current trends in the design of modern data centers at the Datacenter & Colocation Day 2021 on September, 21st in Würzburg (Germany). Matthias Reidans, Senior Project Manager Services, will address the challenges of assessing state-of-the-art IT in the cloud era according to KRITIS at the expert meeting in a session entitled "Regulatory Avalanche KRITIS V & B3S: Finding answers, but how?”.

**About Rosenberger OSI:**

Since 1991, Rosenberger Optical Solutions & Infrastructure (Rosenberger OSI) has been a recognized expert for fiber-based connectivity, cabling solutions and infrastructure services in the areas of data centers, local area networks, mobile networks and industrial applications.

As an integrated solution provider, we have high expertise in the development and operational excellence in the production of system solutions for communication networks. Our comprehensive services enable the secure and efficient operation of digital infrastructures. This combination, combined with our strong customer focus, makes us unique and a strong partner in the global market.

Rosenberger OSI employs around 740 people in Europe and North America and has been part of the globally operating Rosenberger Group since 1998. The Rosenberger Group is a leading global provider of high-frequency, high-voltage and fiber optic connectivity solutions with headquarters in Germany.

Further information is available at: [www.rosenberger.com/osi](http://www.rosenberger.com/osi)

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