

PRE-PROGRAM: WEBINAR OVERVIEW 2024//

WWW.STARTUPGERMANY.NRW/PRE-PROGRAM-2024

MARCH 5, 2024 – 4.00 PM CET

“EUROPE’S HEARTBEAT” NRW AS YOUR GATEWAY TO THE GERMAN MARKET AND START-UP SCENE

MARCH 7, 2024 – 4.00 PM CET

HOW TO PITCH IN GERMANY (DIGITALLY)?

MARCH 12, 2024 – 4.00 PM CET

IT’S A MATCH: FIND THE BEST ACCELERATOR SUPPORT FOR YOUR START-UP IN NORTH RHINE-WESTPHALIA

MARCH 13, 2024 – 2.00 PM CET

CROSS BORDER START-UP-CORPORATE COLLABORATION: KNOWLEDGE, SKILLS AND STRATEGIES

MARCH 14, 2024 – 4.00 PM CET

SALES IN GERMANY

MARCH 19, 2024 – 4.00 PM CET

ACCESS TO LIFE SCIENCE – DISCOVER THE HOME OF BIOTECH AND THE PLACE TO BE FOR LIFE SCIENCE START-UPS

MARCH 20, 2024 – 3.00 PM CET

ACCESS TO GREEN TECH – SUSTAINABLE TECHNOLOGIES FOR GERMANY’S MOST DRIVING LOCATION NRW

MARCH 21, 2024 – 4.00 PM CET

ACCESS TO INDUSTRIAL SOLUTIONS – HOW TO BRING YOUR INNOVATION TO GERMANY’S INDUSTRIAL HEARTLAND NRW

APRIL 9, 2024 – 4.00 PM CET

THE LEGAL FRAMEWORK IN GERMANY: TAXES, LEGAL FORMS AND MORE TO START YOUR BUSINESS

APRIL 11, 2024 – 4.00 PM CET

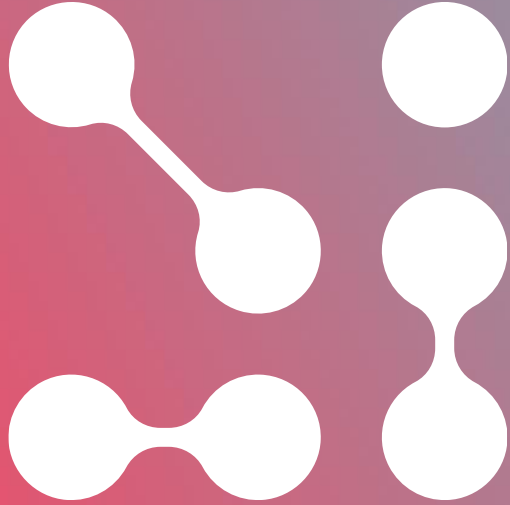
THE GERMAN CHAMBERS – YOUR GATEWAY TO REACH MORE THAN 1 MILLION COMPANIES

01



MARCH 5, 2024 – 4.00 PM CET

“EUROPE’S HEARTBEAT”
NRW AS YOUR GATEWAY
TO THE GERMAN MARKET
AND START-UP SCENE



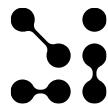
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01

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“EUROPE’S HEARTBEAT” NRW AS YOUR GATEWAY TO THE GERMAN MARKET AND START-UP SCENE



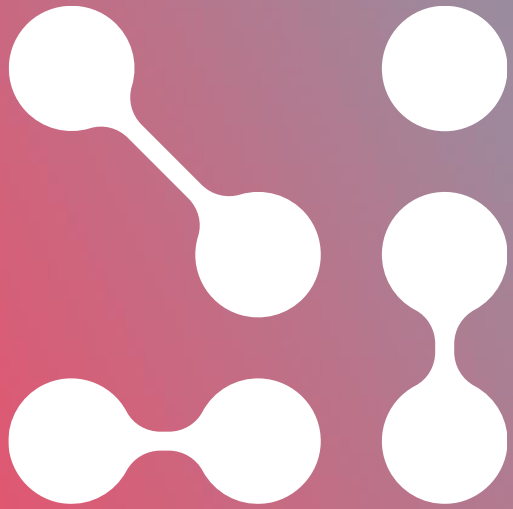
In this Webinar you will get an introduction about NRW with focus on the regions involved in the tour. We present you the local start-up ecosystem and hidden Champions in NRW.

presented by:



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Auslandshandelskammern

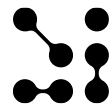




“EUROPE’S HEARTBEAT” NRW AS YOUR GATEWAY TO THE GERMAN MARKET AND START-UP SCENE

01

MARCH 5, 2024 – 4.00 PM CET



This opening Webinar is set to give you an introduction of „Europe’s Heartbeat“. As Germany’s most driving state, North Rhine-Westphalia (NRW) is your gateway to the German market and start-up scene. Get useful insights and much more.

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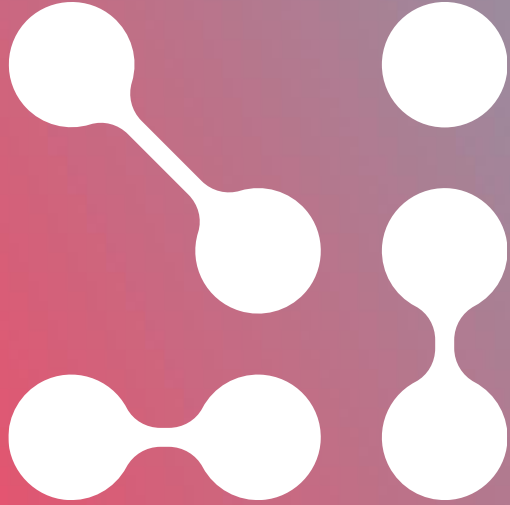


02



MARCH 7, 2024 - 4.00 PM CET

HOW TO PITCH IN GERMANY (DIGITALLY)?



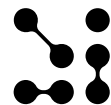
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HOW TO PITCH IN GERMANY (DIGITALLY)?



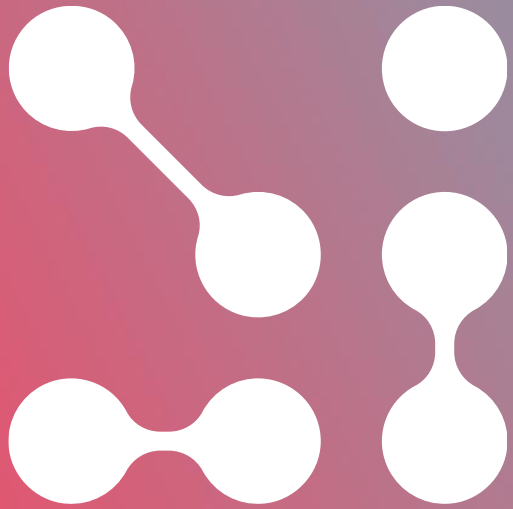
Pitching successfully is essential for any start-up. In this Webinar we will show you what needs to be taken into account when presenting your innovation to different actors in the German start-up ecosystem.

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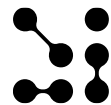




HOW TO PITCH IN GERMANY (DIGITALLY)?

02

MARCH 7, 2024 - 4.00 PM CET



In this Webinar, you will learn how to pitch your business idea to investors or potential partners in a way that will get their attention. You will receive valuable recommendations for a successful B2B pitch, whether you are presenting live or digitally.

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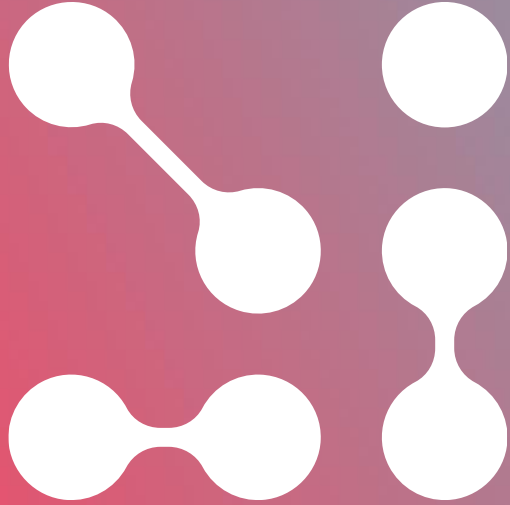


03



MARCH 12, 2024 – 4.00 PM CET

IT'S A MATCH: FIND THE BEST
ACCELERATOR SUPPORT
FOR YOUR START-UP IN
NORTH RHINE-WESTPHALIA



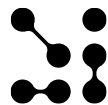
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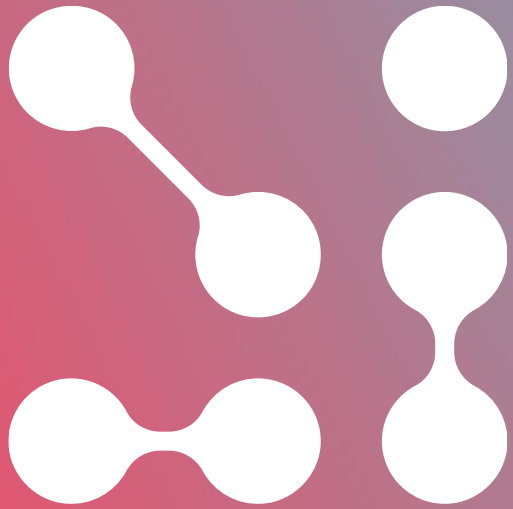
In this Webinar you will get an overview of different actors in NRW and how they can facilitate your market entry.

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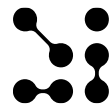




IT'S A MATCH: FIND THE BEST ACCELERATOR SUPPORT FOR YOUR START-UP IN NORTH RHINE-WESTPHALIA

03

MARCH 12, 2024 - 4.00 PM CET



Get an insight into the dynamic start-up ecosystem in North Rhine-Westphalia. You will learn about the high density of industrial and commercial companies, the substantial offer of acceleration support and about useful contacts into the networks.

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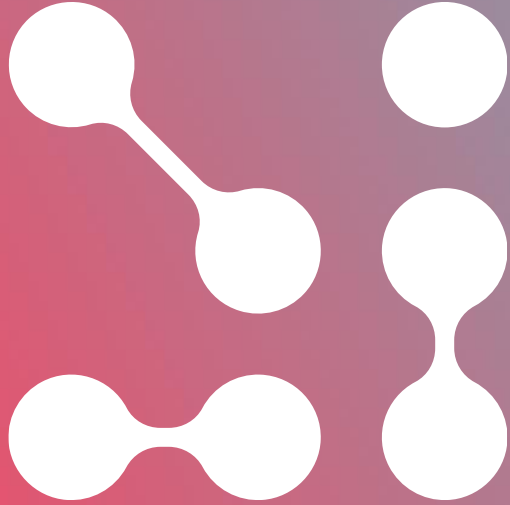


04



MARCH 13, 2024 – 2.00 PM CET

CROSS BORDER START-
UP-CORPORATE
COLLABORATION:
KNOWLEDGE, SKILLS
AND STRATEGIES



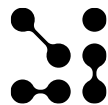
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04

MARCH 13, 2024 – 2.00 PM CET

CROSS BORDER START-UP-CORPORATE COLLABORATION: KNOWLEDGE, SKILLS AND STRATEGIES



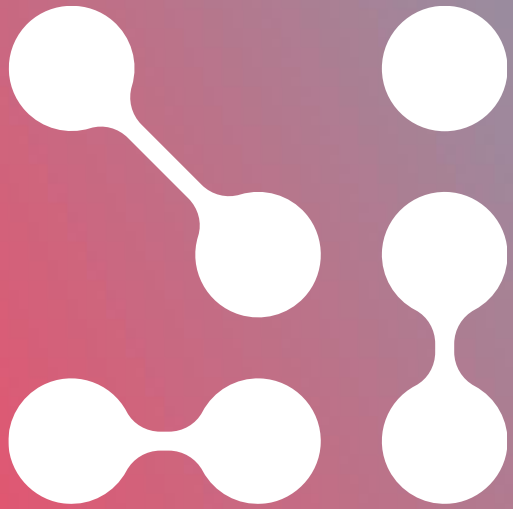
In this Webinar you will learn about the challenges of international cooperation between start-ups and established companies and how you can avoid obstacles.

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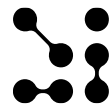




CROSS BORDER START-UP- CORPORATE COLLABORATION: KNOWLEDGE, SKILLS AND STRATEGIES

04

MARCH 13, 2024 – 2.00 PM CET



Learn about various collaboration models such as accelerators, incubators, partnerships, investments, and joint ventures. Discover how to navigate the German corporate innovation ecosystems, including partner's due diligence and business expectation differences.

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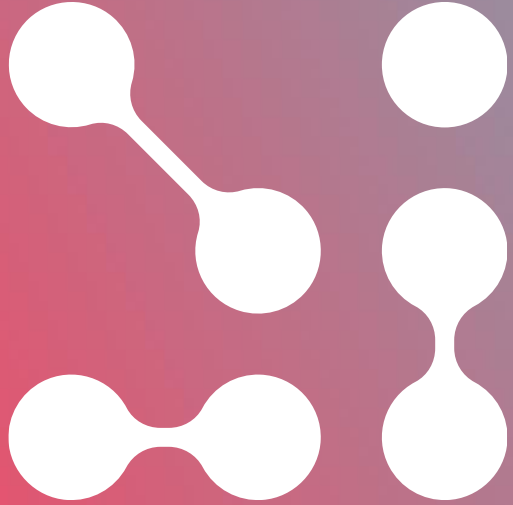
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05



MARCH 14, 2024 – 4.00 PM CET
SALES IN GERMANY



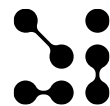
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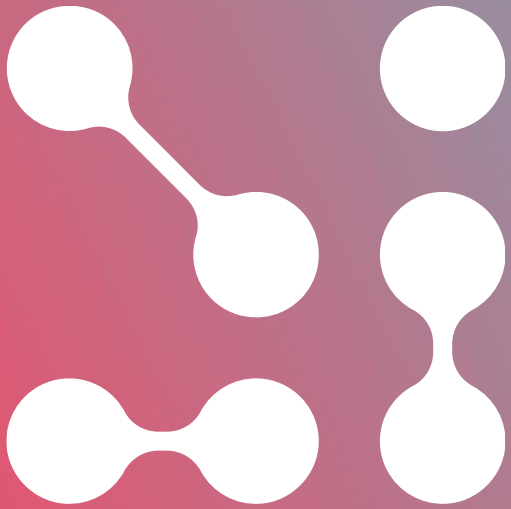
In this Webinar you will get information about selling effortlessly in Germany, since it is vital for any start-up's growth and success.

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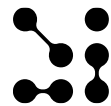




SALES IN GERMANY

05

MARCH 14, 2024 - 4.00 PM CET



Learn the key criteria of successful B2B selling in Germany. This Webinar will show you how to determine the purchasing decision maker at an early stage, how to shorten the sales cycle, how to increase the deal size, and how to handle common obstacles.

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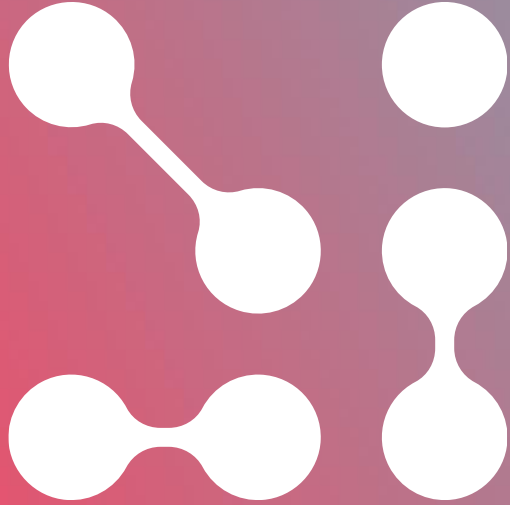


06



MARCH 19, 2024 – 4.00 PM CET

ACCESS TO LIFE SCIENCE – DISCOVER THE HOME OF BIOTECH AND THE PLACE TO BE FOR LIFE SCIENCE START-UPS



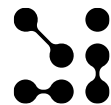
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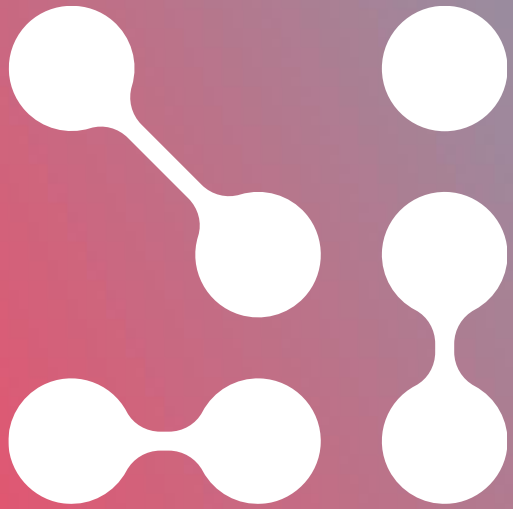
Join this Webinar and discover why North Rhine-Westphalia is the optimal place to start expanding into the German market for Life Science products.

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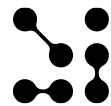




ACCESS TO LIFE SCIENCE – DISCOVER THE HOME OF BIOTECH AND THE PLACE TO BE FOR LIFE SCIENCE START-UPS

06

MARCH 19, 2024 – 4.00 PM CET



The complexity of the Life Science industry might complicate the market entry in a region. Gain insight into how NRW's excellently embedded ecosystems can facilitate market entry and learn what opportunities arise here for you.

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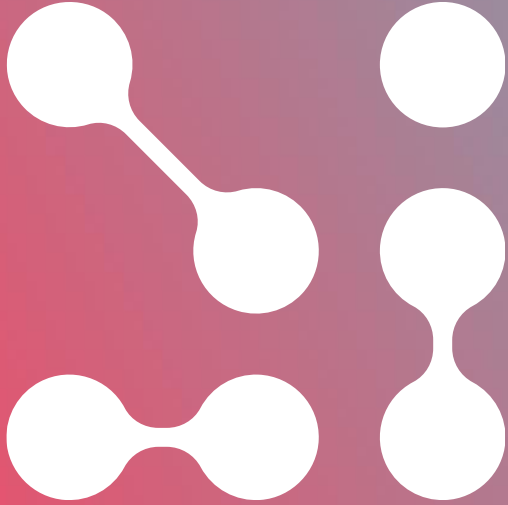


07



MARCH 20, 2024 – 3.00 PM CET

ACCESS TO GREEN TECH
– SUSTAINABLE
TECHNOLOGIES FOR
GERMANY'S MOST
DRIVING LOCATION NRW



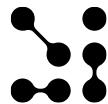
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ACCESS TO GREEN TECH – SUSTAINABLE TECHNOLOGIES FOR GERMANY'S MOST DRIVING LOCATION NRW



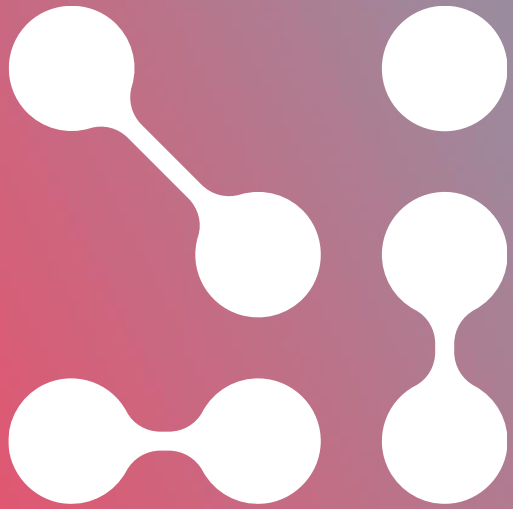
In this Webinar we will discuss the challenges required by the green transformation and how your innovation can meet the demand for more sustainable growth.

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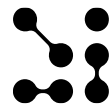




ACCESS TO GREEN TECH – SUSTAINABLE TECHNOLOGIES FOR GERMANY'S MOST DRIVING LOCATION NRW

07

MARCH 20, 2024 – 3.00 PM CET



North Rhine-Westphalia has a high need for green innovation due to the number of different sectors located here. In this webinar you can go into an exchange about solutions for e.g. circular economy, the energy sector or hydrogen development.

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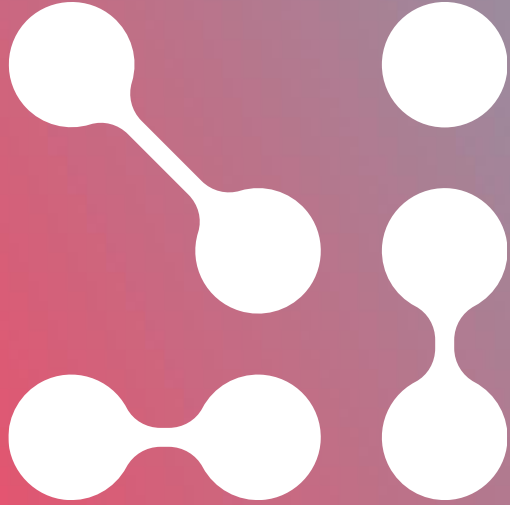


08



MARCH 21, 2024 – 4.00 PM CET

ACCESS TO INDUSTRIAL SOLUTIONS – HOW TO BRING YOUR INNOVATION TO GERMANY'S INDUSTRIAL HEARTLAND NRW



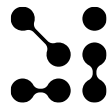
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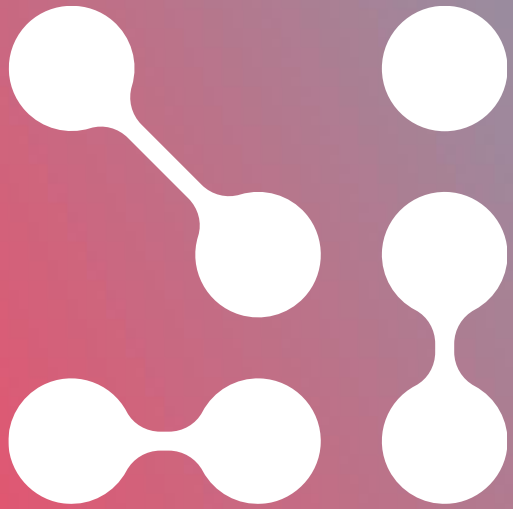
How start-ups can contribute to the digital transformation of our regional industries, that's what we could find out together in this Webinar.

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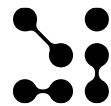




ACCESS TO INDUSTRIAL SOLUTIONS – HOW TO BRING YOUR INNOVATION TO GERMANY'S INDUSTRIAL HEARTLAND NRW

08

MARCH 21, 2024 – 4.00 PM CET



NRW's historically successful industrial sector is currently driven into a rapid transformation. Join this Webinar to learn about the given conditions and share your ideas how your innovation can support and accelerate this process.

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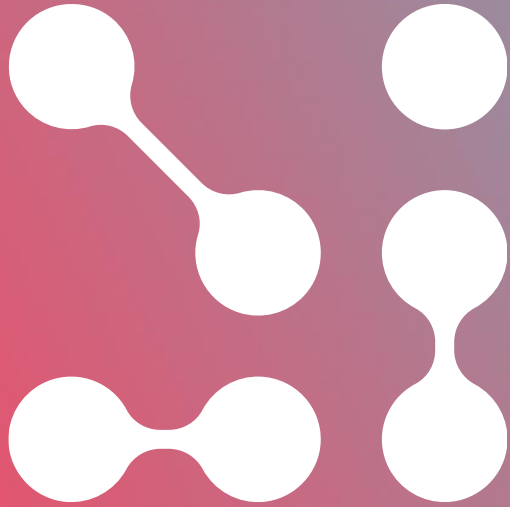


09



APRIL 9, 2024 – 4.00 PM CEST

THE LEGAL FRAMEWORK IN GERMANY: TAXES, LEGAL FORMS AND MORE TO START YOUR BUSINESS



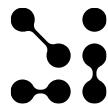
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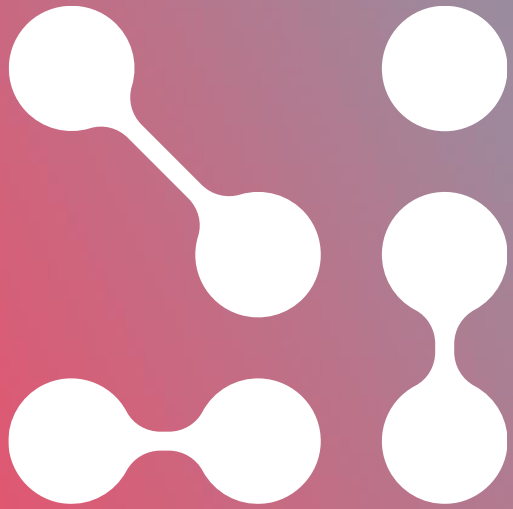
In this Webinar you will get an overview of German laws and regulatory policies and how you can navigate this important field.

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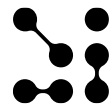




THE LEGAL FRAMEWORK IN GERMANY: TAXES, LEGAL FORMS AND MORE TO START YOUR BUSINESS

09

APRIL 9, 2024 - 4.00 PM CEST



Learn about the important aspects in terms of corporate law, tax law, and labor law that should be taken into account when setting up a company in Germany. The Webinar is designed to provide an overview of these aspects, making it easier to get started with setting up a company in Germany

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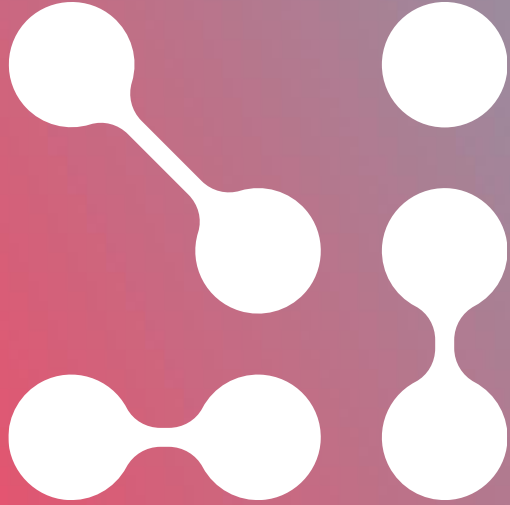


10



APRIL 11, 2024 – 4.00 PM CEST

**THE GERMAN CHAMBERS
– YOUR GATEWAY TO
REACH MORE THAN
1 MILLION COMPANIES**



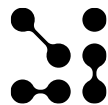
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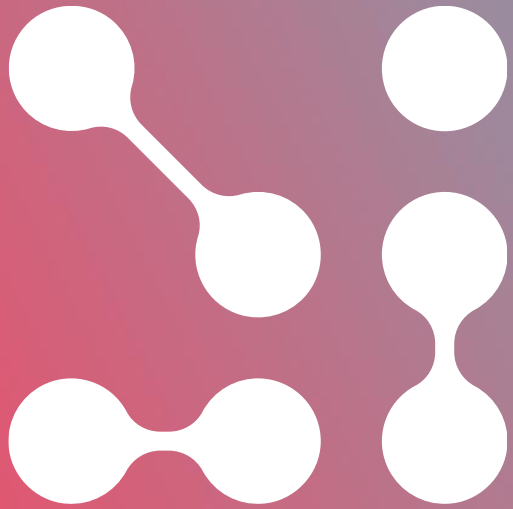
Discover how you can take advantage of the networks provided by the German Chambers of Industry and Commerce. These technology clusters could be your gateway to local companies, accelerators and investors.

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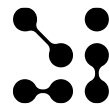




THE GERMAN CHAMBERS – YOUR GATEWAY TO REACH MORE THAN 1 MILLION COMPANIES

10

APRIL 11, 2024 – 4.00 PM CEST



This Webinar will put a focus on the role of the Chambers of Industry and Commerce in supporting you and your start-up when entering the German market.

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