

**Switzerland goes NRW,
Tuesday, June 20 – Wednesday, June 21, 2023**

**"EUROPE'S HEARTBEAT" NRW AS YOUR GATEWAY TO THE GERMAN MARKET AND
STARTUP SCENE**

As Germany's most driving state NRW is your gateway to the German market and startup scene. Get useful insights and many more about why NRW is one of the most vibrating start-up ecosystems in the world.

Foreign start-ups can profit from the environment of globally operating companies, innovative medium-sized businesses and numerous renowned universities. During those 2 days in the metropolitan area of Düsseldorf you will learn how to get support in NRW and how to get access to the German market and startup ecosystem.

Düsseldorf and the region offer enormous potential for finding customers and partners, especially in the B2B sector. Within an hour's drive, 11.4 million inhabitants and over 500,000 companies can be reached - perfect conditions for scaling your business.

Tuesday, June 20	
	<p>Individual trip to Düsseldorf</p> <p>Please note: one hotel night (June 20-21) in the Düsseldorf city center is covered</p> <p>Hotel (tbc)</p>
12.30 pm	<p>Get-Together with lunch</p> <p>Location: Wirtschaftsclub Düsseldorf Königsallee 60 40212 Düsseldorf</p>
1.30 pm	<p>Opening and Welcoming Words Swiss Business Hub Germany</p> <p>Spotlight: Dusseldorf - What is special about the state capital? Chamber of Commerce & Industry Düsseldorf</p> <p>What to expect of NRW</p> <p>Brief presentation of North Rhine-Westphalia: <i>NRW.Global Business</i></p> <p>Startup Ecosystem NRW - Europe's most attractive startup scene <i>Dr. Timo Marks / Sophia Tran, Regional Association of German Start-ups in NRW</i></p> <p>The German Mittelstand and its worldwide leading hidden champions in NRW - the perspective from South Westphalia <i>Südwestfalen Agentur GmbH</i></p> <p>How to make it to Germany - Success story of startup settlement <i>Start-up from xxxx</i></p> <p>Time for Q&A</p>

2.30 pm	<p>Transfer by public transport to digihub Düsseldorf</p> <p><u>Location:</u> Speditionstrasse 15A, Düsseldorf</p> <p>digihub is an innovation centre for startups, small and medium-sized enterprises, companies and universities to develop new digital business models, products and solutions.</p>
3.00 pm	<p>Presentation of digihub Düsseldorf & STARTPLATZ</p> <p>Presentation of Acceleration Programs</p> <ol style="list-style-type: none"> 1. Accelerator by DIGITALHUB.DE (Digital Hub Bonn) tbc 2. IGNITION and short overview about accelerate.nrw (Digihub Düsseldorf) Uljana Engel, Senior Accelerator Manager IGNITION www.digihub.de 3. Xdeck Accelerator (Xdeck) tbc 4. Startport Accelerator Johannes Franke, Managing Director / Partner & Event Management 5. DOAccelerate (City of Dortmund) Sabrina Heix, Project Manager 6. BRYCK Booster Programs, Kevin Kessler, Project Management www.bryck.com 7. GEC Catalyset / GEC Factory (Global Entrepreneurship Center) Sebastian Gronwald, Founder and CFO 8. High.tech NRW Accelerator Oliver Matyschik, Manager <p>Presentation/Pitch of participating Swiss Start-ups (3min elevator pitch)</p> <p>Q&A Time</p>
4.00pm	<p>Working time or visit to Mediahafen in Düsseldorf</p>
5.30pm	<p>Ignition Demo Night at Startplatz Düsseldorf</p> <p>Be there when Ignition start-ups present their digital products and the jury selects the winning team for 25,000 euros in follow-up funding!</p> <p>With the 5-month Ignition+ accelerator programme, start-up teams are supported in product market fit and product development. Among other things, matchmaking, coworking spaces, coaching, events, network access or preparation for investor meetings are offered. Each programme ends with a pitch party, where the teams pitch for further funding for their product development.</p>
8.00pm	<p>Networking & Drinks</p>
Afterwards	<p>Pub Crawl Old Town Düsseldorf / Dinner</p>

Wednesday, June 21	
All day	<p>Workshop on Blockchain/Web 3 with Swiss Experts at the Wirtschaftsclub Düsseldorf (separate programe)</p> <p><u>OR</u> Participation in the NRW Startup Programe</p>
9.00am	<p>Welcome, Breakfast & Networking at TechHub K67</p> <p><u>Location</u> Kasernenstrasse 67, 40213 Düsseldorf</p> <p>TechHub K67 is a community space for start-ups and established companies that want to expand their innovation capabilities. With the location in the heart of Düsseldorf, the hub offers space for an innovation network that brings together all key players in the region.</p> <p>Startups with B2B tech product that already have a prototype, MVP or proof of concept can apply for a place in the Hub. This is made available to the selected teams for 6-12 months. At the same time, K67 goes far beyond co-working. Pear2Pear learning and a strong community are at the core of the programme.</p> <p>Companies can become part of the K67 network as hub mentors. They receive support in their innovative capacity and exclusive access to start-ups through individual advice and numerous events.</p>
10.00am	<p>„Startup ecosystem finance“ in NRW <i>Public funding and infrastructure for startups and sme (SME) in North Rhine-Westphalia, NRW Bank</i></p>
11.00am	<p>Sales in Germany <i>Edgar Müller</i></p> <p>The key success criterion of successful B2B selling in Germany Determining the economic decision maker early How to shorten the sales cycle How to increase the deal size Dealing with common obstacles</p>
12.30am	<p>Lunch</p>
2.00pm	<p>Transfer or Walk to Startup-Unit</p> <p><u>Location</u> c/o Wirtschaftsförderung Düsseldorf Burgplatz 1, 40213 Düsseldorf</p>
2.30pm	<p>Presentation of Startup-Unit Düsseldorf</p> <p>Start-up unit is a door opener in all phases of your start-up. All activities have one goal: improving the framework conditions for start-ups in Düsseldorf:</p> <p>Services offered:</p> <ul style="list-style-type: none"> • Networking • Finding office space and laboratories • Orientation • Internationalisation

4.30pm	Apero & Feedback at Wirtschaftsclub Düsseldorf
	End of programe <u>OR</u> “Swiss Values” Event @ House of Switzerland, Düsseldorf <i>This evening event is part of the House of Switzerland taking place in Düsseldorf June 19-22. You can find more information here:</i> https://registration.invitedesk.com/p/de/28RuTqgbEKRLF1n1GqT6w/gEq-rHvt8ETn_QjbMBoGqw

Programe subject to change, 28 April 2023

Please note:

The Pirate Summit, Europe`s most unique Start-up conference will take place in Cologne, June 27-29. If you want to participate, we can offer tickets for a reduced price. Why not stay longer in a co-workiong space in Düsseldorf or Cologne, dive into the German Start-up atmosphere and then head to the event?