

NRW meets Eastern Europe
Uncovering the hidden potential
Startup-Woche Düsseldorf

11th April 2019
Düsseldorf, Germany

AGENDA

Venue: Schloß Mickeln, Alt-Himmelgeist 25, 40589 Düsseldorf

- 10.00** | Let's brainstorm about...
- **Energy**, mentored by Mr. Phillip Jorgensen, Propositions Manager at E.ON
 - **Mobility**, mentored by Mr. Hermann Ophardt, Founder of Ophardt Maritim
 - **Health**
 - **Smart City**, mentored by Mr. Artur Pollak, General Manager at APA Group and Mr. Christoph Schade, General Council at Karl Schröder Nachf.
- 12.00** | Lunch break
- 13.30** | Business-étiquette in respective Eastern European countries
- Intercultural dos and don'ts
- 14.00** | Presentations
- Results of the brainstorming session
 - Future of business
 - Nelly Kostadinova, Lingua-World GmbH (tbc)
- 15.00** | Informal matchmaking – Eastern European B2B area
- 16.00** | Networking & Snacking

The event is reserved for start-ups, scale-ups and SMEs. Event language is English.

Participation:

25 start-ups and companies from North Rhine-Westphalia

5 students from NRW

25 start-ups from various European countries

Main Subjects:

Energy, Mobility, Health and Smart City

Target countries:

Albania, Armenia, Belarus, Bosnia and Herzegovina, Bulgaria, Czech Republic, Croatia, Estonia, Greece, Georgia, Hungary, Kosovo, Latvia, Lithuania, Macedonia, Montenegro, Moldova, Poland, Romania, Russia, Serbia, Slovenia, Slovakia, Turkey, Ukraine

All applicants will go through a selection phase. A maximum number of 5 start-ups from one country (participant should cover different subjects) are allowed to participate.

Application:

In order to register, send an email with a company profile to gregor.stolarczyk@nrw-international.de

Deadlines:

28th February 2019: End of registration period

8th March 2019: End of selection period and confirmation of participation

Important information:

This particular event is free of charge. However, participants have to cover the costs of transportation and accommodation.

The Startup Week (Startup-Woche) is taking place from 5th -12th April 2019 and the 10th and 11th April 2019 are reserved for international events. A great number of different events will be offered and various formats are going to be present – from pitch to workshops, talks, seminars etc. Full program will be announced on 18th February 2019 under: <https://www.startupwoche-dus.de/en/>

Accommodation:

Participants have an option to book hotel rooms directly at Schloß Mickeln, where the conference will be held, under +49 211 60187020 or schloss.mickeln@uni-duesseldorf.de

Single room 100,00 EUR incl. breakfast

Double room 125,00 EUR incl. breakfast

Background:

The markets of Eastern Europe are developing and opening up swiftly and are regarded as fastest growing economies in Europe, mostly since the eastern enlargement of the EU. And while some countries are already part of the European Union, others are implementing free trade agreements and investment stimulus. Countries from this region are becoming popular destination for companies located in West Europe, regardless if that country is Bulgaria, Poland, Hungary, Ukraine or Serbia and we are witnessing from our own hand that entrepreneurs from NRW increasingly decide to partner up with Eastern European SMEs.

Those economies definitely have a lot to offer to us, but also to teach us something. Low labor costs, human resources with good qualifications and availability, geographical proximity etc. are things that speak on their behalf. On the other hand, a local way of doing business, negotiation style and a business etiquette is usually different than in western markets and we look on that as an opportunity and invite you to see and experience this for yourself and not only to take our word for it. NRW.International GmbH is hosting an event where a number of Eastern European startup will be present and will share their business plans, ideas, projects. They will work in groups with mentors to find solutions to certain

issues, which are then to be presented in front of the visitors. This will be followed by an informal matchmaking, which serves as a fertile ground for starting new partnerships. During this day, we will be exploring subjects like energy, mobility, health and smart cities. Startups and other interested companies and parties are welcome to register. So for every person tempted by the rising business opportunities outside of German borders, this region should rank high on their destination list.