

Arqus ISLYE– Discovering Germans & the German Market

Webinar #1 with Christian Hauke & Johannes Göckeritz

24.06.2020



SMILE ist ein Kooperationsprojekt der Universität Leipzig, der HHL Leipzig Graduate School of Management, dem Helmholtz-Zentrum für Umweltforschung (UFZ), der HTWK Leipzig und der HTWK Leipzig.
Finanziert aus Mitteln der Europäischen Union und des Freistaates Sachsen.

Start-Up Support at Leipzig University

- Since August 2006, SMILE (Selbst Management Initiative Leipzig) has been working to **establish the entrepreneurial spirit** at Leipzig's universities and research institutes
- **Students, graduates** and **academic personnel** who have entrepreneurial ambitions receive support in the form of individual coaching sessions on various aspects of the prestart-up phase
- The focus of the programme's activities is on the **personality** and the **goals** of the individuals, who are encouraged and prepared for a life of self-employment and **lifelong learning**
- Around **500 participants** take part in approximately 80 activities of different types each semester
- More than **500 start-ups** were established in the last 10 years
- SMILE is supported by the **ESF**, the **Free State of Saxony** and the **Leipziger Stiftung**
- Via **International Startup Campus** SMILE can send teams to **China, Vietnam** and **Japan**

Modules

Selfmanagement!

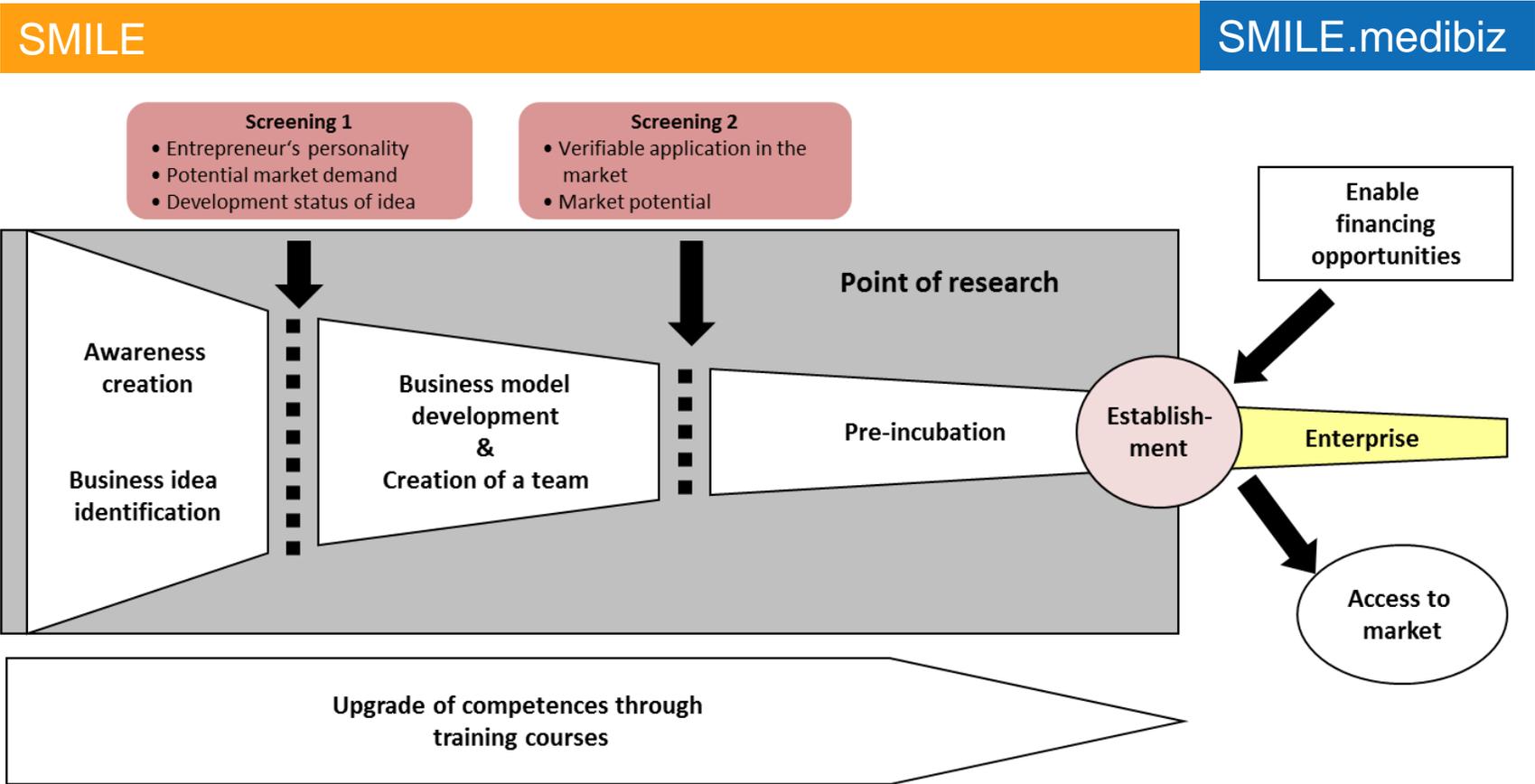
Realizing+ Using
Potentials and Aptitudes

Expanding + Developing
Potentials and Aptitudes

Recognizing + Discovering
Potentials and Aptitudes



SMILE offers



Idea Competition

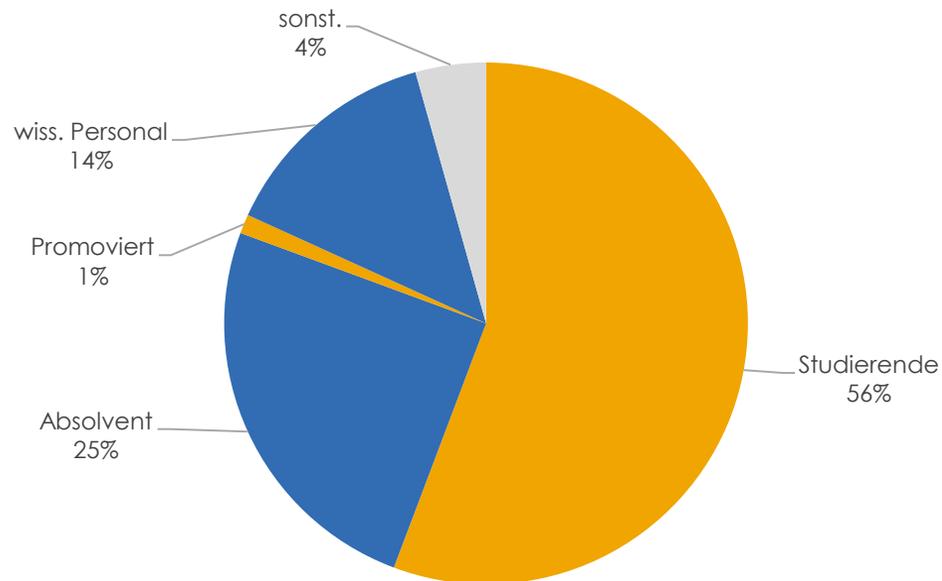
- Idea competition as an easy start for regional business plan competitions.
- In corporation with a local bank.
- This year it's **digital**.
Log in on 30th June 2020!



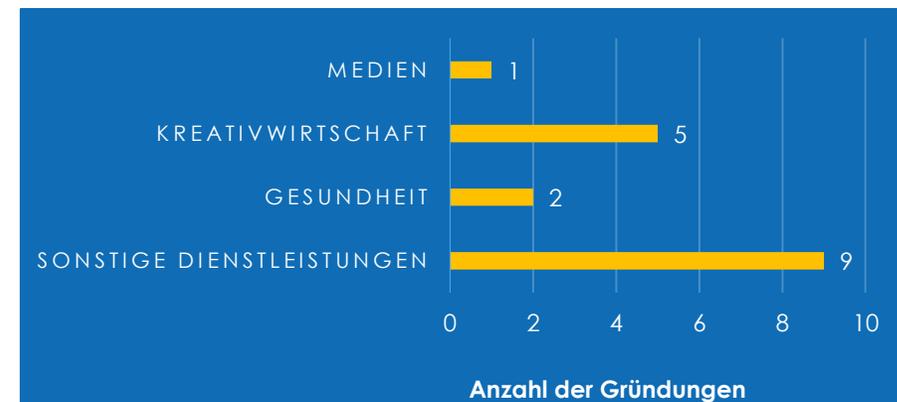
<https://www.smile.uni-leipzig.de/lgn/>

Some Figures from the Summer term 2019

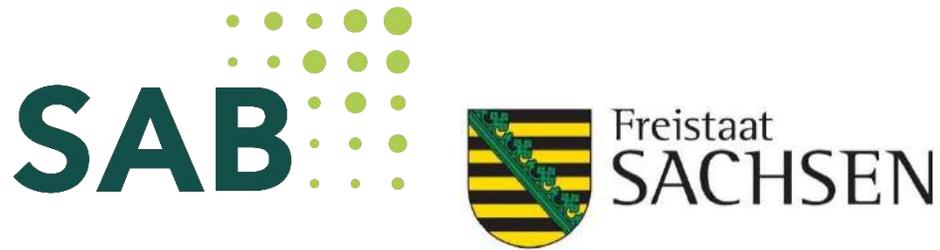
Participants in Summer 2019



New Business in Summer 2019



Startup Support in Germany and Saxony



SMILE supports academic teams since years to get first fundings. Various programmes are open to local teams. Europeans who are settled in the region are local.

<https://www.smile.uni-leipzig.de/zugang-zu-foerdermitteln/>



Leipzig



Smart Infrastructure
Hub Leipzig

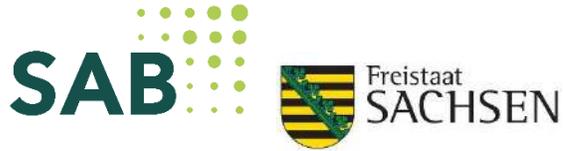


**KREATIVES
LEIPZIG**

Verband der Kultur- und Kreativwirtschaft



Example „Natürlicht“

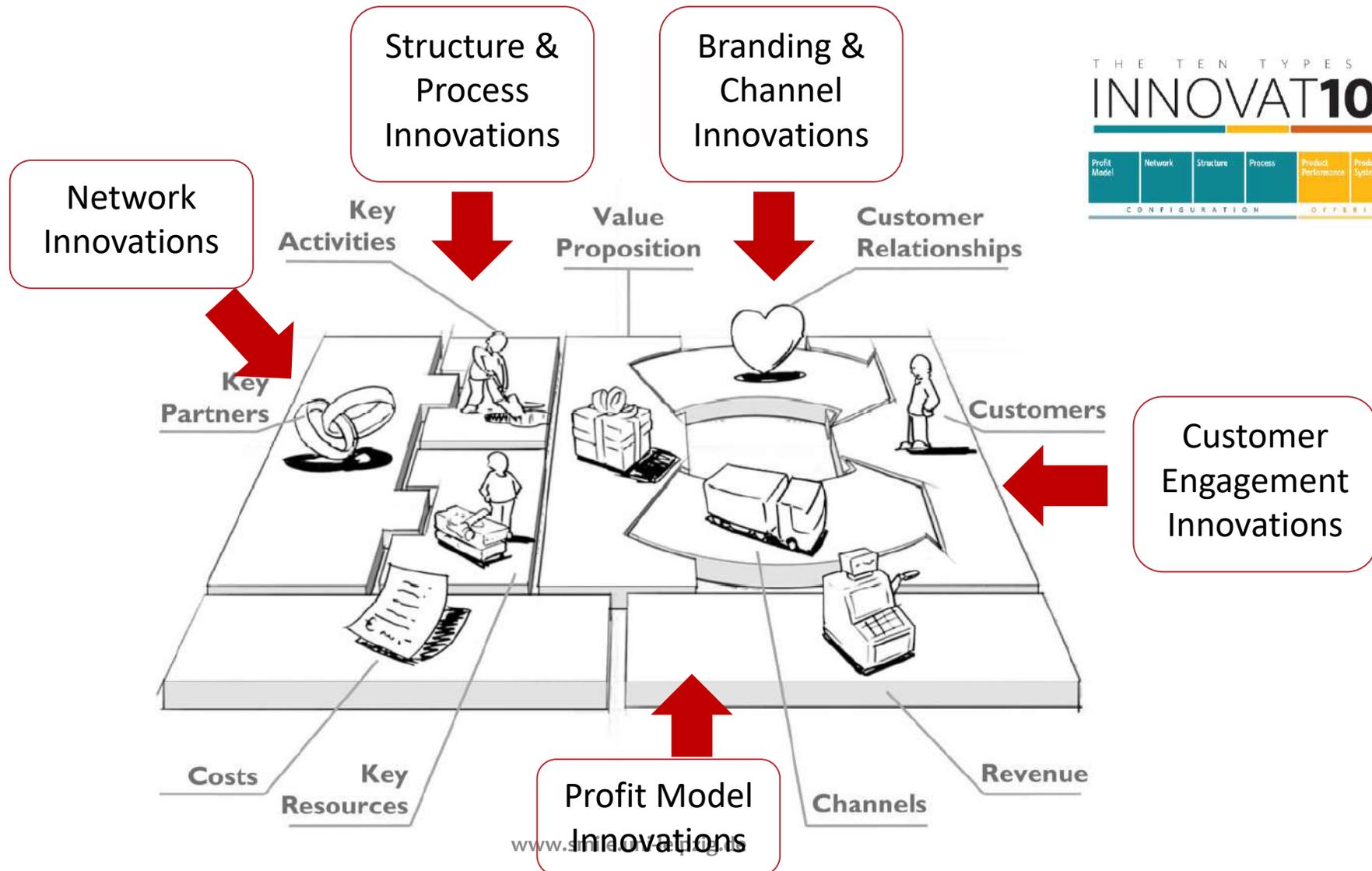


- The tea light without aluminium
- Mixed team
- SMILE and regional competitions
- Festival of lights
- EXIST and SAB scholarship

<https://www.natuerlicht.eu>



Management tools



SMILE International



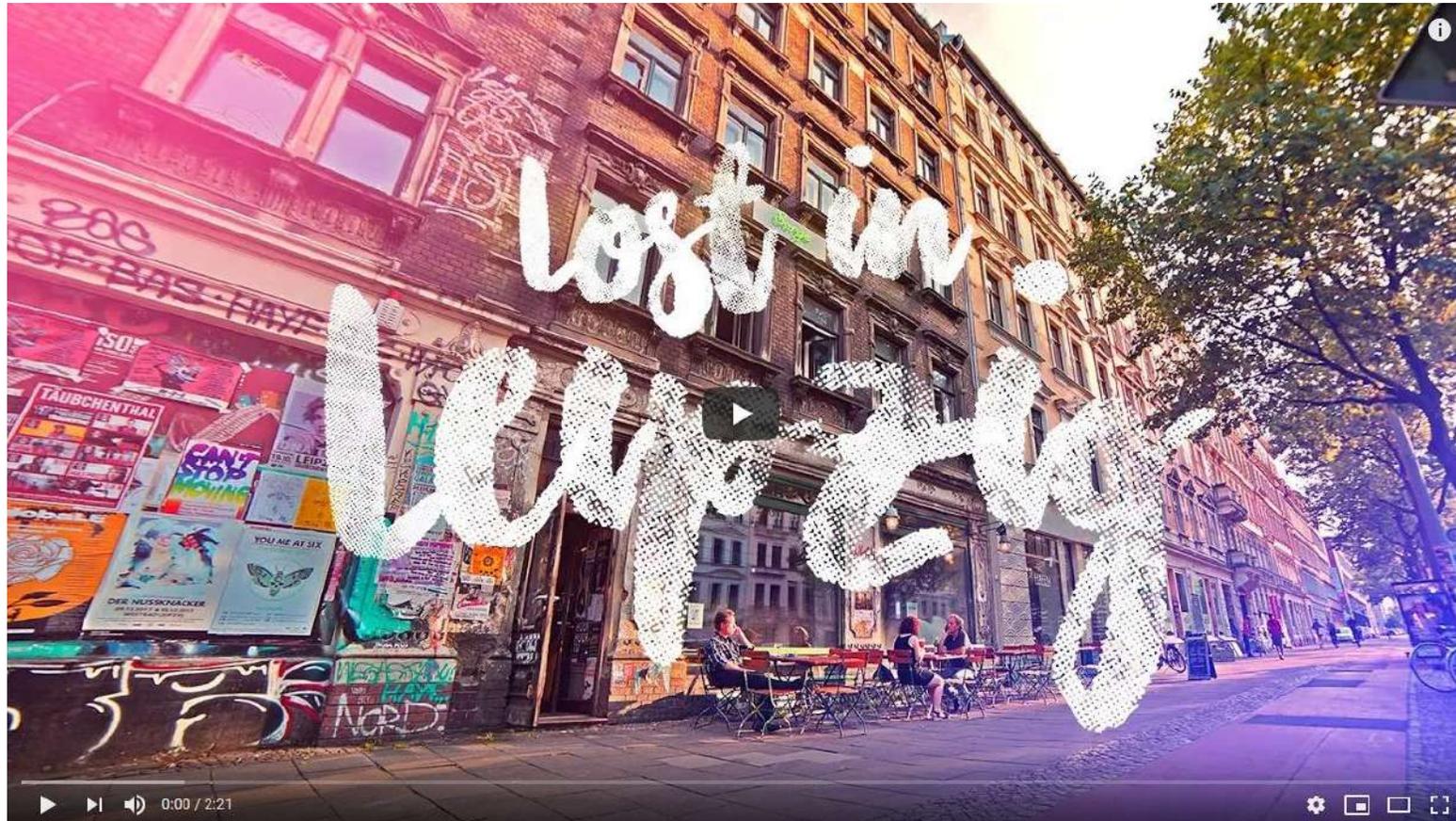
International
Startup Campus



arQus
European University Alliance



Leipzig – City of Culture and Business



<https://www.youtube.com/watch?v=qctMVbw1x1k>

Leipzig – City of Culture and Business



Twin towns

Addis Ababa, Ethiopia | Birmingham, UK | Bologna, Italy | Brno, Czech Republic | Frankfurt am Main, Germany | Hanover, Germany | Herzliya, Israel | Houston (Texas), USA | Kiev, Ukraine | Kraków, Poland | Lyon, France | Nanjing, China | Thessalonica, Greece | Travnik, Bosnia-Herzegovina



Cultural institutes

German-Vietnamese House | Institut français | Confucius Institute | Polish Institute Berlin, Leipzig branch



Consulates general

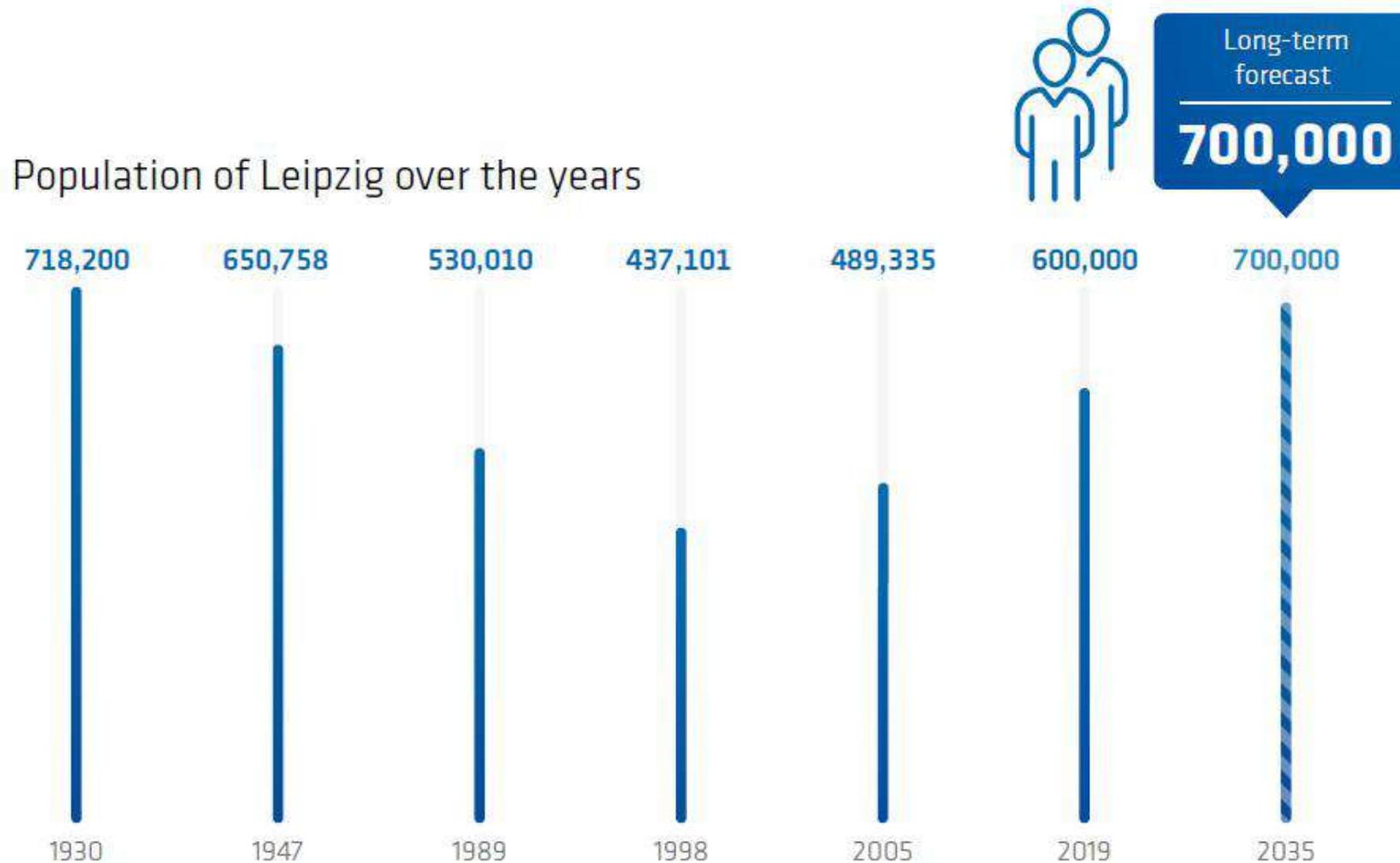
Russian Federation | United States of America



Honorary consulates

Belarus | Bosnia and Herzegovina | Costa Rica | Democratic Republic of Congo | France | Italy | Kosovo | Liberia | Mongolia | Norway | Poland | Romania | Slovakia | Sri Lanka | Sweden | Uganda

Leipzig – City of Culture and Business



Leipzig – City of Culture and Business



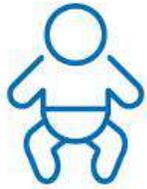
+110,000

more inhabitants since 2005



5,751

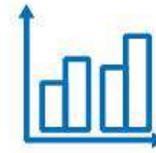
more inhabitants in 2018



6,756 children

born in Leipzig in 2018

Birth surplus: 266



42.4 years:

Leipzigers' average age



31%

of people in work have a
college degree



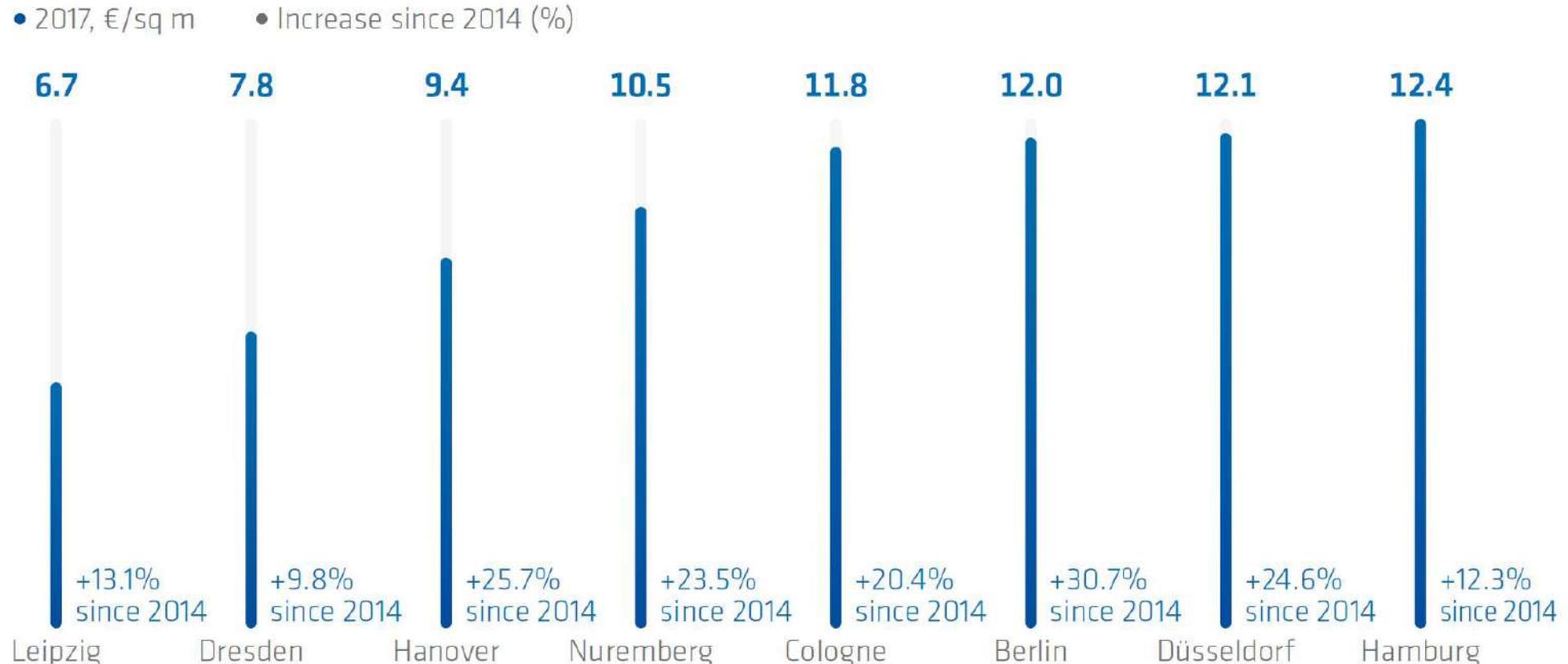
Leipzigers are

friendly and obliging

(online survey by Basel Institute of
Commons and Economics)

Leipzig – City of Culture and Business

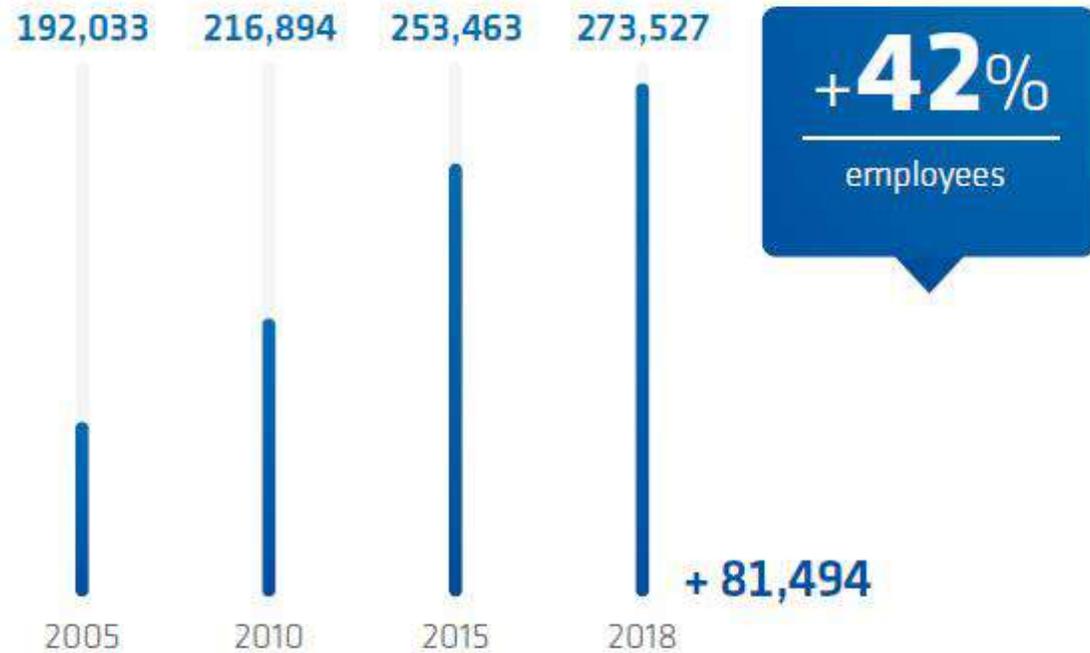
Average monthly rent in various cities (excluding newbuild)



© BNP Paribas Real Estate GmbH, source: IDN ImmoDaten GmbH

Leipzig – City of Culture and Business

Boost for the economy – 20,000 new jobs in just three years



Source: Federal Employment Agency, 30 July of each year.

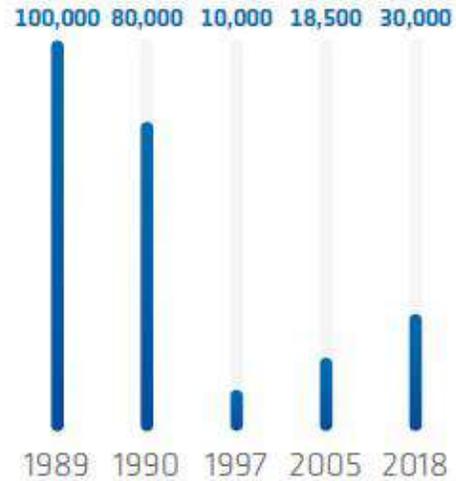


Source: Federal Employment Agency, 30 July of each year.

* Unemployment rate

Leipzig – City of Culture and Business

Jobs in industry



Source: Leipzig Office for Statistics and Elections, calculations by Leipzig Office for Economic Development.

Until 1989, Leipzig was a bastion of industry with over 100,000 jobs in industry. The closure of industrial companies that began after 1989 still has an impact on today's economic and labour market structure. The turnaround to a complete structural change came about thanks to corporations like Siemens, Porsche and BMW choosing to invest in Leipzig.



Leipzig – City of Startup Culture

- Numerous incubators and co-working spaces offer founders business premises, expertise and dialogue on floorspace totalling several hectares.
- Leipzig is experiencing a new wave of startups with an estimated 200–250 currently operating in the city.
- Leipzig is more successful than any other place in eastern Germany at attracting startups from elsewhere.

Leipzig – City of Startup Culture

Basislager

- **200** new jobs
- **80** startups

SMILE

- Over **1,200** new jobs
- Over **500** startups in 13 years

HHL Leipzig Graduate School of Management

- **25,000** new jobs
- **280** startups in the last 18 years

Social Impact Lab

- **118** startups supported in 5 years

SpinLab – The HHL Accelerator

- Over **400** new jobs
- **59** startups supported

Leipzig University

- **850** new jobs
- **400** startups in 13 years

ugb business start-up centre

- **9,776** new jobs
- **6,798** startups in 20 years

Leipzig – City of Startup Culture

Founders' initiatives, incubators

- 2b AHEAD Ventures
- AGIL GmbH Leipzig (technology scouts)
- Basislager Coworking for Startups and Freelancers
- futureSAX – Innovation Platform of the Free State of Saxony
- HHL Leipzig Graduate School of Management
- Incubator for Technology Startups, InfAI Institute for Applied Informatics
- SMILE – Self Management Initiative LEipzig
- Social Impact Lab Leipzig for Social Startups
- SpinLab – The HHL Accelerator
- StarterCenter of the Chamber of Commerce and Industry and the Chamber of Small Industries and Skilled Trades
- ugb business start-up centre

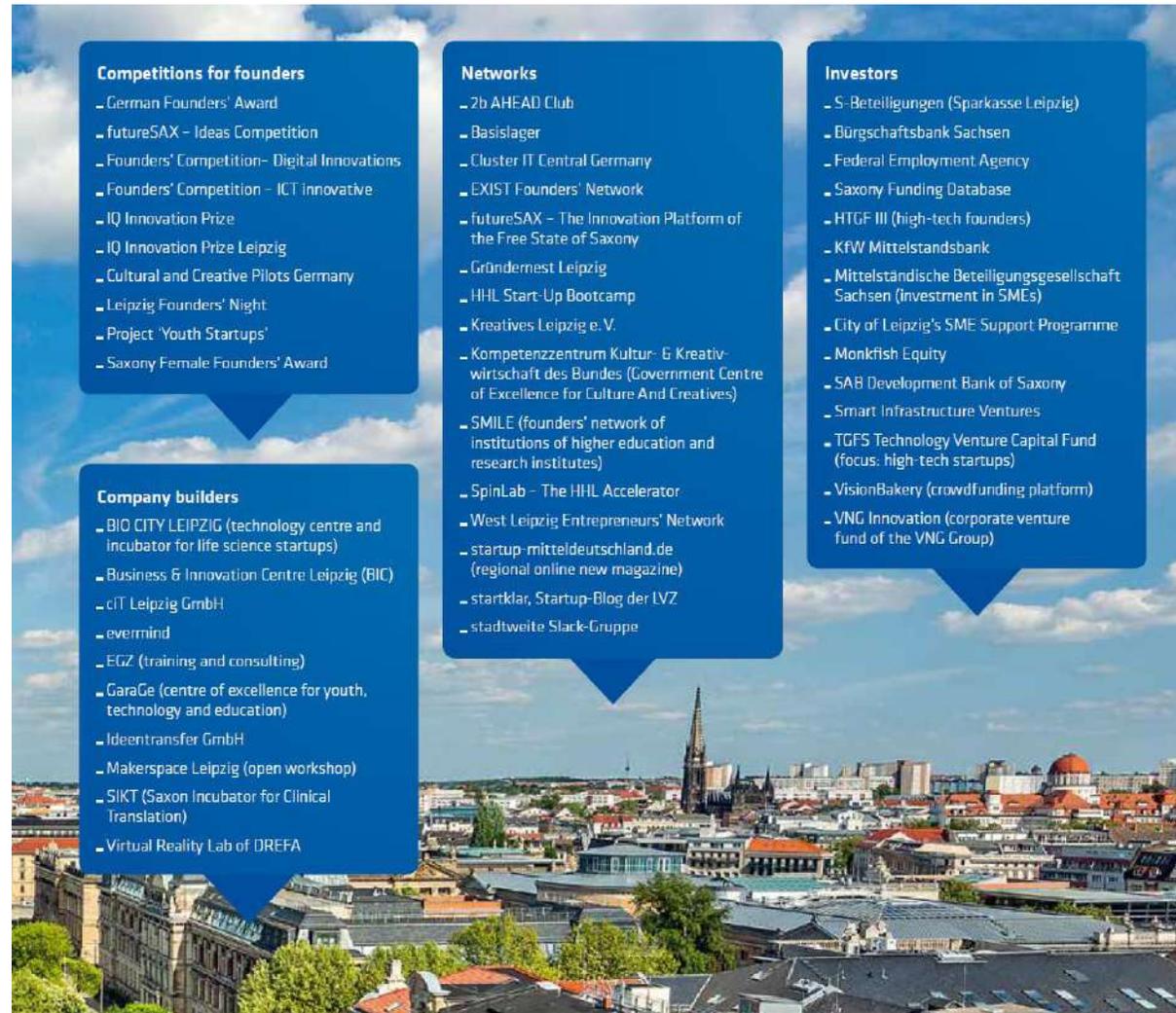
Coworking spaces

- Basislager Coworking
- chaos coworking
- Contorhaus
- Design Offices
- eis30 Coworking
- plug and work
- Raumstation Coworking
- Rent 24
- Rockzipfel
- sekretär coworking
- SIMPLIOFFICE – event and brand service
- Social Impact Lab
- South L.E. Desktops
- Studio Delta
- Tapetenwerk
- URBN JUNGLE

Event formats for founders

- Accelerate@HHL Conference
- Chaos Communication Congress
- DreamHack Leipzig
- Women Overtake Differently
- FuckUp Nights Leipzig
- futureSAX Founders' Forum (Leipzig)
- Founders' breakfasts and discussion forums (e. g. Basislager, Gründernest, SMILE, Social Impact Lab)
- Hackathons
- HHL SpinLab Investors Day
- Chamber of Commerce and Industry Founders' Evening
- Smart Infrastructure Meetup
- SMILE Coaching for Founders
- SpinLab & Smart Infrastructure Hub Community Party
- Startup SAFARI Leipzig
- Startup Weekend
- ugb startup seminars

Leipzig – City of Startup Culture



Leipzig – City of Mobility

Leipzig began flourishing in 1165 at the crossroads of two great continental trade routes, the east–west Via Regia and the north–south Via Imperii. And Leipzig’s growth was shaped by the flows of goods, people and ideas intersecting there.

Nowadays, in the early twenty-first century, far-sightedly upgraded roads, railways and air routes are tapping the enormous potential leveraged by Leipzig within the expanded European Union.

Efficient transport links and the seamless networking of individual modes of transport are two of the key factors behind the thriving economic development of the entire region.

7 good reasons for Leipzig

- 1 Intersection of trans-European transport axes
- 2 Air freight hub operating 24/7
- 3 Integrated into the hinterland transport of German international ports
- 4 1 hour to Berlin, 3 hours to Hamburg, Frankfurt or Munich by Intercity-Express
- 5 Fully improved orbital motorway
- 6 Centre of the Central German railway network
- 7 Excellent IT infrastructure, 5G cellular network in preparation

Leipzig – City of Automotives & Suppliers

The Automotive & Suppliers Cluster may be one of the youngest in Leipzig – yet it's also been one of the most influential ever since Porsche's decision in 1999 to build an assembly plant for the Cayenne in Leipzig.

This was followed just two years later by BMW choosing Leipzig for its new production plant for 3 Series compact executive cars.

7 good reasons for Leipzig

- 1 Two major integrated car plants owned by world-famous carmakers
- 2 Expertise in the e-mobility sector thanks to BMW and Porsche
- 3 Integrated into global production networks
- 4 Just-in-time and just-in-sequence connection of medium-sized suppliers
- 5 Redundant connection of the factory sites to the trans-European motorway network
- 6 Developed sites available near the car plants for additional suppliers
- 7 Coordinated network activities in the Saxon automotive industry

Leipzig – City of Healthcare & Biotech

In Leipzig, research is conducted to develop innovative technology for tomorrow's healthcare industry.

Pioneering research institutes, hospitals, clinics, commercial companies and startups specialize in areas such as smart medical products, e-health applications and high-performance diagnostics.

Leipzig is among world's frontrunners in the development, production and logistics of innovative cell therapeutics. The large number of medical trade shows and conventions underlines Leipzig's importance as a bastion of healthcare.

7 good reasons for Leipzig

- 1 Highly innovative, transfer-oriented research institutes
- 2 Networked life sciences and engineering sciences at several universities
- 3 Conducive environment for startups
- 4 Excellent laboratories and offices available at BioCube and BIO CITY LEIPZIG
- 5 Productive ties between science and industry
- 6 Hub of trade shows and conventions with international prominence
- 7 Biotech segment integrated into logistics /air cargo hub

Leipzig – City of Energy & Environment

Leipzig's energy and environmental sector has a long heritage, a stable foundation comprising over 1,000 companies, and also outstanding development potential with various startups tackling the challenges of the energy, environmental and transport transition.

Thanks to the presence of long-standing utilities, outstanding institutions conducting pioneering practical research, and a variety of service providers, the actors in the Energy & Environment Cluster do their bit to ensure a prosperous economy.

7 good reasons for Leipzig

- 1 Actively shaping the energy transition
- 2 Pole position in continental European energy trading
- 3 Seat of several major energy corporations
- 4 Proven market cooperation with medium-sized enterprises
- 5 Pioneering role of manufacturers and users in e-mobility
- 6 Close ties between industry and science
- 7 Expertise in the large-scale application of innovative environmental technologies

Leipzig – City of Logistics

Leipzig is the European logistics hub for multinationals like DHL, AeroLogic, Lufthansa Cargo and Future Electronics.

First-class logistics and value-added services have arisen in and around Leipzig for car-makers, mechanical engineering and microelectronics, thanks largely to the 24/7 freight services at Leipzig/Halle Airport, Leipzig's highly motivated, well-trained labour pool, the city's excellent research infrastructure, and the progressive cooperation between higher education and industry.

7 good reasons for Leipzig

- 1 Trimodal road-rail-air hub of European importance
- 2 Europe's fifth-largest cargo airport
- 3 Integration into international rail container routes – all the way to China
- 4 Host of the World Transport Forum
- 5 Innovative, practice-oriented IT location with Logistics Living Lab
- 6 5G telecoms system in initial phase
- 7 Logistics cluster integrated by the Central German Logistics Network

Leipzig – City of Media & Creative Industries

The media and creative industries sector is one of the driving forces behind Leipzig's economic success.

Comprising several sub-sectors, it's closely linked to the rest of the economy and acts as a creative catalyst. It combines cultural and artistic ideas and products with technological and scientific creativity, making the Media & Creative Industries Cluster a new, high-growth key industry.

7 good reasons for Leipzig

- 1 Powerful, innovative IT sector
- 2 HQ of public broadcaster MDR
- 3 Digital and analogue media in symbiosis
- 4 Influential industry gatherings such as Leipzig Book Fair and DOK film festival
- 5 Pioneering higher education programmes in the media
- 6 Thriving startup scene, festivals with international impact
- 7 Ideal premises for creatives ranging from coworking spaces to lofts

Leipzig – City of Business - Overview

	2016		2017		2018	
	Businesses	Employees	Businesses	Employees	Businesses	Employees
Automotive & Suppliers	771	18,323	774	18,407	779	19,041
Energy & Environment	1,318	12,013	1,327	12,069	1,345	12,256
Energy	321	4,009	329	3,962	337	3,945
Environmental engineering	997	8,005	998	8,108	1,008	8,312
Healthcare & Biotech	2,472	42,438	2,553	42,697	2,593	43,724
Logistics	1,507	36,492	1,544	37,832	1,604	38,789
Freight logistics	1,237	32,398	1,269	33,744	1324	34,598
Passenger logistics	270	4,094	275	4,088	280	4,191
Media & Creativity	4,622	30,882	4,810	32,615	4944	34,160
Information and communications technology	1,071	12,014	1,131	12,958	1219	13,900
Printing and publishing	561	2,475	579	2,489	586	2,378
Broadcasting and film	229	3,302	241	3,824	242	3,915
Arts and music	863	3,254	911	3,360	949	3,487
Advertising and PR	632	1,399	620	1,453	611	1,659
Architecture and design	529	760	572	920	591	1,016
Trade shows and services	737	7,677	756	7,611	745	7,805

Businesses and single-location businesses with employees subject to social security contributions two years prior to the year under review and single-location businesses with no employees subject to social security contributions but with taxable revenue from products and services two years prior to the year under review in Sections B–N and P–S of WZ 2008

Source: Leipzig Office for Statistics and Elections; calculations by the Office for Economic Development

Leipzig – Companies 1/2

Company name	Sector	Headquarters	Remarks
AeroLogic	Logistics	Leipzig	Fleet expanded in 2017 – 20 new jobs
Amazon	Logistics	USA	2,000 employees, invested €1.2m in 2016 and over €5m in 2018
AMTES Aircraft Maintenance and Engineering Service	Logistics	Russia	Maintenance for Boeing and Antonov
BBG Leipzig	Tillage equipment	Leipzig	About 275 employees, subsidiary of Amazone
Bell Flavors & Fragrances GmbH	Chemical industry	USA	Supplier of flavours and fragrances
BMW	Automotive	Germany	5,300 employees, €200m to be invested from 2018
Bucher Emhart Glass	Services	Switzerland	North European HQ relocated to Leipzig
c-LEcta GmbH	Biotech	Leipzig	Enzymes and microorganisms for industrial applications
COMPAREX	IT	Leipzig	About 500 employees in Leipzig, about 2,500 worldwide
DAVASO GmbH	Services	Leipzig	1,300 employees, leading technology and service provider for statutory health insurance companies
Deutsche Telekom AG	IT	Germany	About 1,500 employees in Leipzig
DHL	Logistics	Germany	5,700 employees, total investment since 2008: 655m
Energy2market GmbH	Energy trading	Leipzig	120 employees, one of the largest renewable energy aggregators in Europe
European Energy Exchange	Energy trading	Leipzig	540 employees at 16 locations, including 233 in Leipzig
GET	Services	Leipzig	80 employees, data and software for the energy sector
GF Casting Solutions	Automotive OEM	Schweiz	New centre of excellence for core print technology
Leipzig GmbH	Automotive OEM	Switzerland	New centre of excellence for core print technology
Giesecke & Devrient	Banknote printing	Leipzig	Opened new premises in Leipzig in 2016
Gusswerke Leipzig GmbH	Automotive OEM	Germany	Long-standing foundry with 700 employees
Haema	Healthcare	Leipzig	Biggest blood donor clinic in Germany
Heiterblick	Mechanical engineering	Leipzig	120 employees, supplier of light railways and trams

Leipzig – Companies 2/2

HELIOS Park-Klinikum Leipzig	Healthcare	Leipzig	One of Germany's biggest heart centres in
Invia SSC Germany	IT, e-commerce	Czech Republic	700 employees, Invia Group includes ab-in-den-urlaub.de, Hotelreservierung.de, fluege.de, tourini (travel agent)
Kirow	Mechanical engineering	Germany	World's leading manufacturer of railway cranes
Klinikum St Georg gGmbH	Healthcare	Leipzig	Advanced care hospital
Kühne und Nagel	Logistics	Switzerland	Pharma Campus, 20,000 sq m
Leipzig University Hospital	Healthcare	Leipzig	3,800 employees, about 50 departments, units and institutes
LVV (Leipzig Group)	Municipal services	Leipzig	About 4,700 employees, companies in the Leipzig Group include utilities, water-works, transport operator, swimming baths
MDR	Media	Leipzig	About 1,400 employees in Leipzig, 2,240 in total
Neue Zahnradwerke Leipzig	Automotive OEM	Leipzig	1,000 employees, 2 more production plants in Slovakia (opened in 2008) and China (2014)
Porsche	Automotive	Germany	4,200 employees, expanded into a full manufacturing plant in 2011–13
Schaudt Mikrosa GmbH	Mechanical engineering	Leipzig	Centreless grinding, about 250 employees
Schenker Deutschland	Logistics	Germany	1,100 employees, logistics for vehicle components
Siemens	Mechanical engineering	Germany	Siemens plants for low-voltage switchgear and turbomachinery
Spreadshirt	IT, e-commerce	Leipzig	About 500 employees in Leipzig
USM Haller	Office equipment manufacturer	Switzerland	Relocation of assembly from Baden-Württemberg, opened in August 2018, 120 employees
Vita 34	Pharmacy	Leipzig	Biggest stem cell bank in Germany
VNG	Natural gas	Leipzig	1,300 employees, European gas corporation with over 20 fully consolidated companies in 8 countries
Yamazaki Mazak Deutschland	Machine tools	Japan	Opened technology centre in Leipzig in 2011

Leipzig – More information on Economic Development

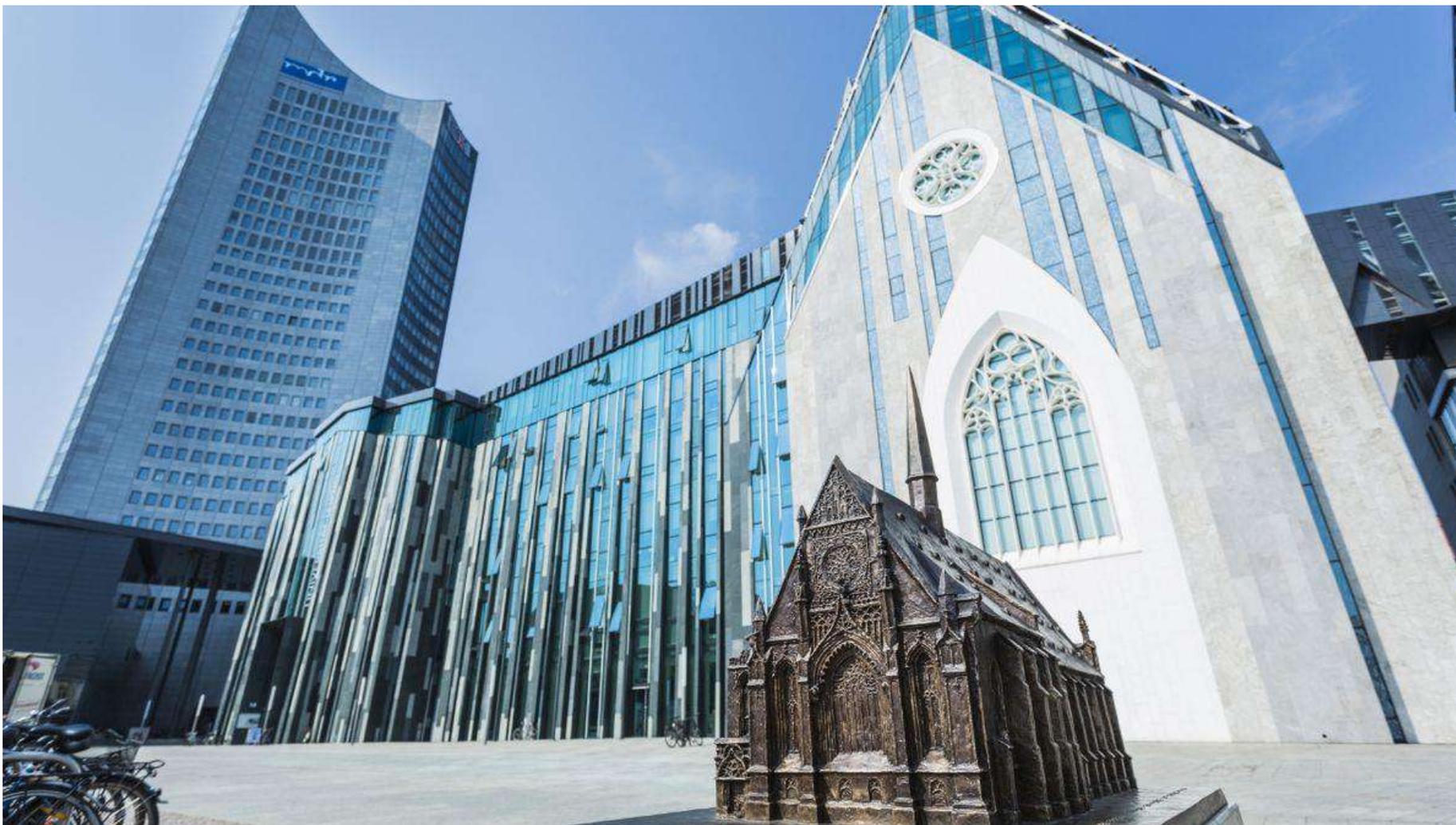


More information and publications from the city of Leipzig's Department for Economic Development and Marketing can be found at:

<https://www.leipzig.de/?id=2063>

https://static.leipzig.de/fileadmin/mediendatenbank/leipzig-de/Stadt/02.7_Dez7_Wirtschaft_und_Arbeit/80_Amt_fuer_Wirtschaftsfoerderung/1_Unternehmensservice/wibericht2017-en.pdf

Leipzig – City of Education & Research



© Universität Leipzig

Leipzig – City of Education & Research

More than ever before, Leipzig's institutions of higher education and research centres constitute a central factor of integrated urban development.

Moreover, the dynamics of change in our city influence the development opportunities of our sciences.

7 good reasons for Leipzig

- 1 Traditional university, 6 universities of applied sciences, and 12 other study institutions
- 2 Continuous collaboration in the Leipzig Science Network
- 3 Intensified research into digital, life sciences, environment and climate
- 4 Important role in the Integrated Urban Development Concept for Leipzig 2030
- 5 Continuous coordination via the Knowledge and Technology Transfer committee
- 6 International research (not just at HHL Leipzig)
- 7 Constant expansion in the designated science districts

Leipzig – City of Education & Research

Name	Founded	Bachelor's programmes	Master's programmes	Diploma programmes	Doctorates	Staff	Of whom academic personnel	Students
Leipzig University ¹	1409	51	80	3	Yes	4,124	2,550	30,605
HTWK Leipzig University of Applied Sciences	1992	24	21	1	Yes ⁵	609	301	6,186
Felix Mendelssohn Bartholdy University of Music and Theatre	1843	17	39	0 ²	Yes	185	130 ⁴	1,194
Leipzig Academy of Visual Arts	1764	0	1	4	Yes	104	61	562
Saxon University of Cooperative Education	1993	5	0	0	No	30	18	570
HHL Leipzig Graduate School of Management	1898	0	5	0	Yes	142	72	680
FOM College of Business and Management (private part-time college) ⁶	1993	5	6	0	Yes ⁵	50	40	400
Leipzig School of Media	2008	0	4	0	No	8	1 ³	90
Leipzig College of Design	2013	5	0	0	No	20	10	180

¹ Also 9 programmes leading to the State Examination and 16 further training programmes. ² 6 state exam programmes and 5 masterclass programmes.

³ In addition, about 110 guest lecturers (renowned scholars and professionals from the realms of journalism, marketing, corporate communications and public relations).

⁴ In addition, about 360 non-permanent lecturers (artists, scholars, teachers) teaching specific subjects. ⁵ In conjunction with university partners.

⁶ FOM College of Business and Management was founded in 1993; its Leipzig campus was opened in 2008.

Sources: Details provided by the universities and colleges; figures pertain to summer semester 2019

Leipzig - City of Education & Research

Leipzig University was founded in 1409, which makes it the 2nd oldest in Germany.

It teaches a wide range of subjects in the life sciences, the humanities and social sciences, and the natural sciences – to around 30,000 students.



© Bundesregierung/Bergmann

Famous students and alumni:

Wundt – Heisenberg – Ostwald – Hertz – Litt –
Leibniz – Müntzer – Lessing – Goethe – Wagner –
Nietzsche – Kästner ...

And also:

Hans-Dietrich Genscher, 1946-1949, studied Law
Angela Merkel, 1973-1978, studied Physics

Today more than 150,000 alumni from Universität
Leipzig live all over the world,

Leipzig – City of Education & Research



- > UFZ Helmholtz Centre for Environmental Research
- > HI-MAG Helmholtz Institute for Metabolic, Adiposity and Vascular Research



- > IZI Fraunhofer Institute for Cell Therapy and Immunology
- > IMW Fraunhofer Centre for International Management and Knowledge Economy



MAX-PLANCK-GESellschaft

- > Max Planck Institute of Evolutionary Anthropology
- > Max Planck Institute for Human Cognitive and Brain Sciences
- > Max Planck Institute for Mathematics in the Sciences



- > GWZO Leibniz Institute for the History and Culture of Eastern Europe
- > Leibniz Institute of Geography
- > Leibniz Institute for Surface Modification
- > Leibniz Institute of Troposphere Research
- > Institute for Jewish History and Culture - Simon Dubnow

Leipzig – City of Education & Research



UNIVERSITÄT
LEIPZIG

- > BBZ Centre for Biotechnology and Biomedicine
- > Centre for Area Studies
- > Centre for Higher Education Didactics
- > Innovation Centre of Computer Assisted Surgery
- > Integrated Research and Treatment Centre Adiposity Diseases
- > IZBI Interdisciplinary Centre for Bioinformatics
- > Centre of Excellence for Adiposity
- > Centre of Excellence for Right-Wing Extremism and Democracy Research
- > LIFE – Leipzig Research Centre for Civilization Diseases
- > Saxon Incubator for Clinical Translation
- > Centre for Women's and Gender Studies
- > Clinical Trial Centre Leipzig
- > Centre for Teacher Training and School Research
- > Magnetic Resonance Centre



HHL

- > HHL Leipzig Graduate School of Management
- > university institution

HTWK

Hochschule für Technik,
Wirtschaft und Kultur Leipzig

- > HTWK Leipzig University of Applied Sciences
- > Research and Transfer Centre of HTWK Leipzig

Other institutions of higher education:

- > Saxon University of Cooperative Education
- > FOM College of Business and Management
- > HGB Academy of Fine Arts
- > University of Music and Theatre
- > Leipzig School of Media
- > Macromedia University of Applied Sciences
- > Lancaster University Leipzig

Other research institutes:

- > DBFZ German Biomass Research Centre
- > iDiv German Centre of Integrative Biodiversity Research
- > KUZ Leipzig Plastics Centre
- > Institute of Energy and the Environment
- > Saxon Academy of Sciences in Leipzig

Leipzig – City of Culture



© Christian Modla

Leipzig – City of Culture

Cultural identity is steadily gaining importance in fast-growing, rapidly changing Leipzig. It's bolstered by the city's proud civic heritage and its reputation as the cradle of the Peaceful Revolution. Leipzig has the diversity of a metropolis twice its size.

The challenge is now to hone the quality of this offering and to respond appropriately to its increasing diversity. The intellectual freedom enjoyed by Leipzig must be preserved and its cultural profile sharpened.

7 good reasons for Leipzig

- 1 Internationally renowned city of music
- 2 Vibrant, innovative fringe and district culture
- 3 Festivals of European renown from Bach Festival to Wave-Gotik-Treffen
- 4 Diverse remembrance culture, e.g. as the cradle of the Peaceful Revolution
- 5 Outstanding exhibitions and collections
- 6 Very good conditions for the development of free art and culture
- 7 Pioneering, diverse museums

Leipzig – City of Culture



It's time to wrap up our presentation - with a short cultural tour of Leipzig ...

<https://www.youtube.com/watch?v=rvHGgqXjWUM>

Leipzig – City of You?



© Robin Kunz

Where to go from here?

If you like to continue working with us,
please join us at our next meeting on July 8!

For the next meeting we would like you to prepare

- a 10min presentation of your project resp. business idea
- an answer to „Why is Germany a target market for you?“

Next time we would like to introduce you to a
tool for a market entry plan in Germany!



Contacts

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