



small enterprise promotion + training

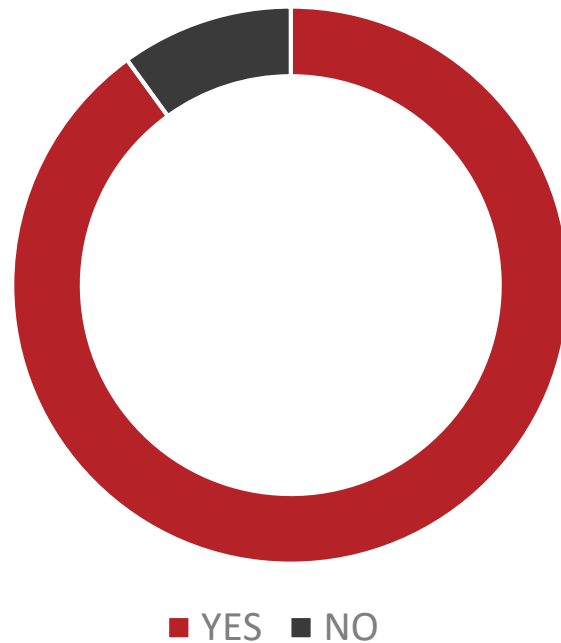


INTERNATIONAL STARTUP CAMPUS: A NEW MODEL OF UNIVERSITY BUSINESS LINKAGES

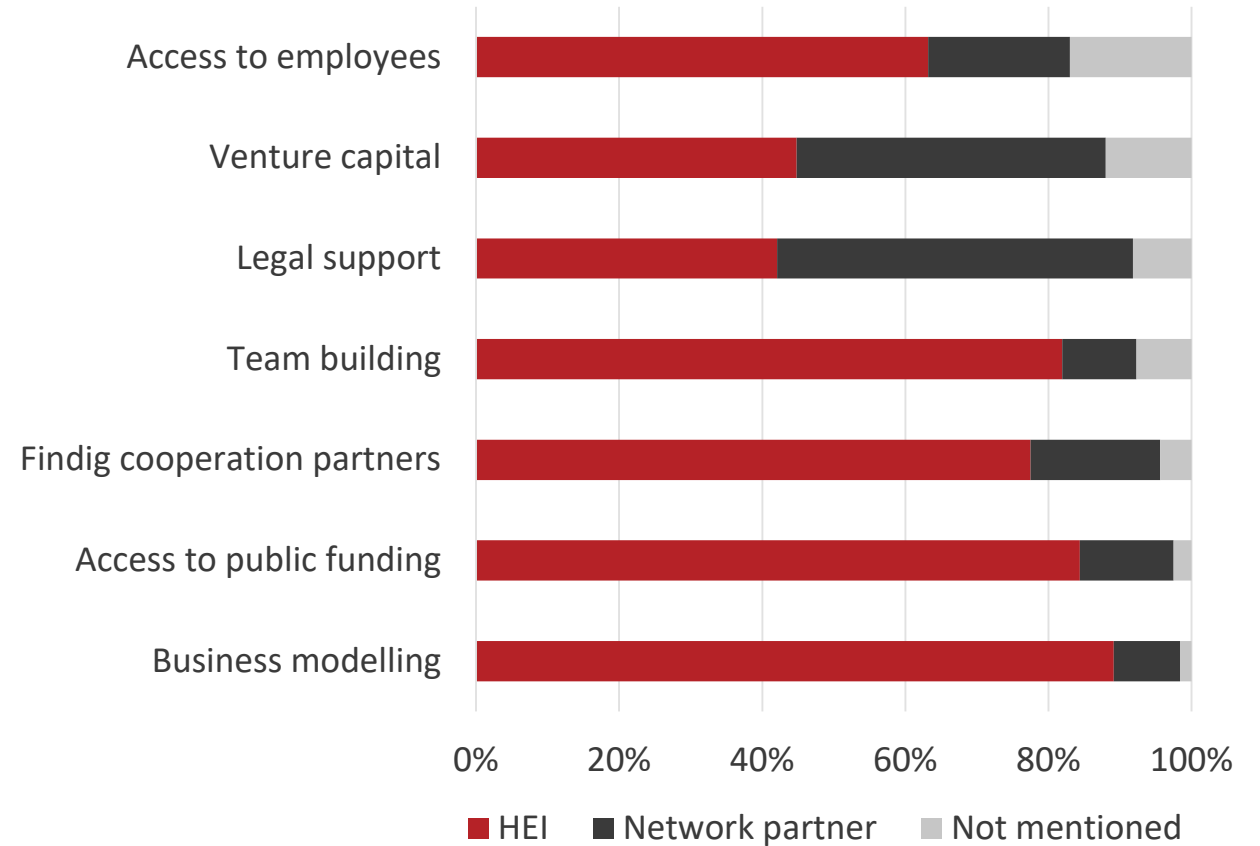
Gunnar Kaßberg
SEPT Competence Center

STARTUP SUPPORT AT HEI

HEI are members of institutionalized startup support networks



Supporting activities

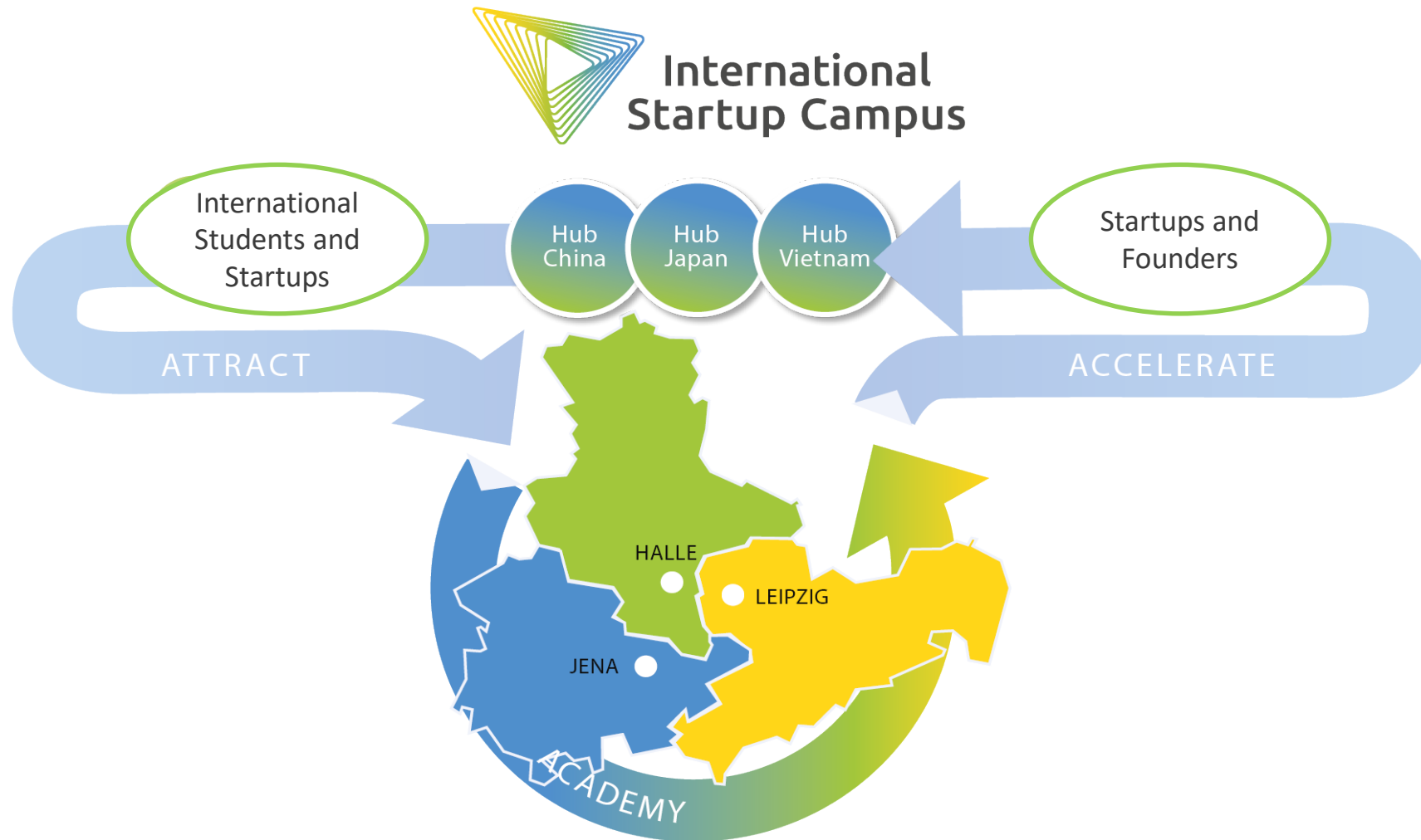


Source: gruendungsradar.de

CHALLENGES IN STARTUP INTERNATIONALIZATION



THE INTERNATIONAL STARTUP CAMPUS



ROUND 1 - SPEAKERS



Ede Möser

Program Manager Academy | Accelerate
Friedrich-Schiller-Universität Jena

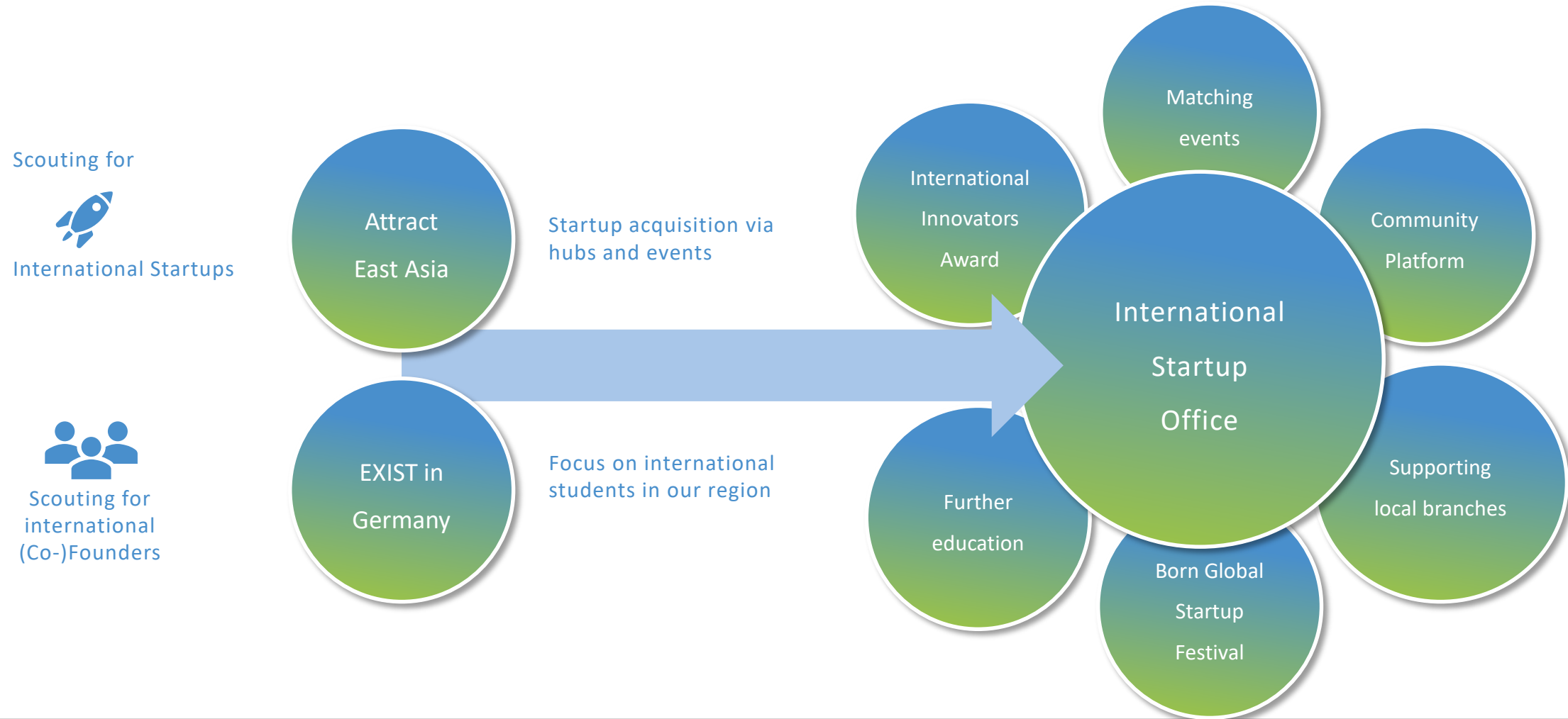


Kevin Vuong

Manager, Startup Incubator
UEH Institute of Innovation



ISC - ATTRACT



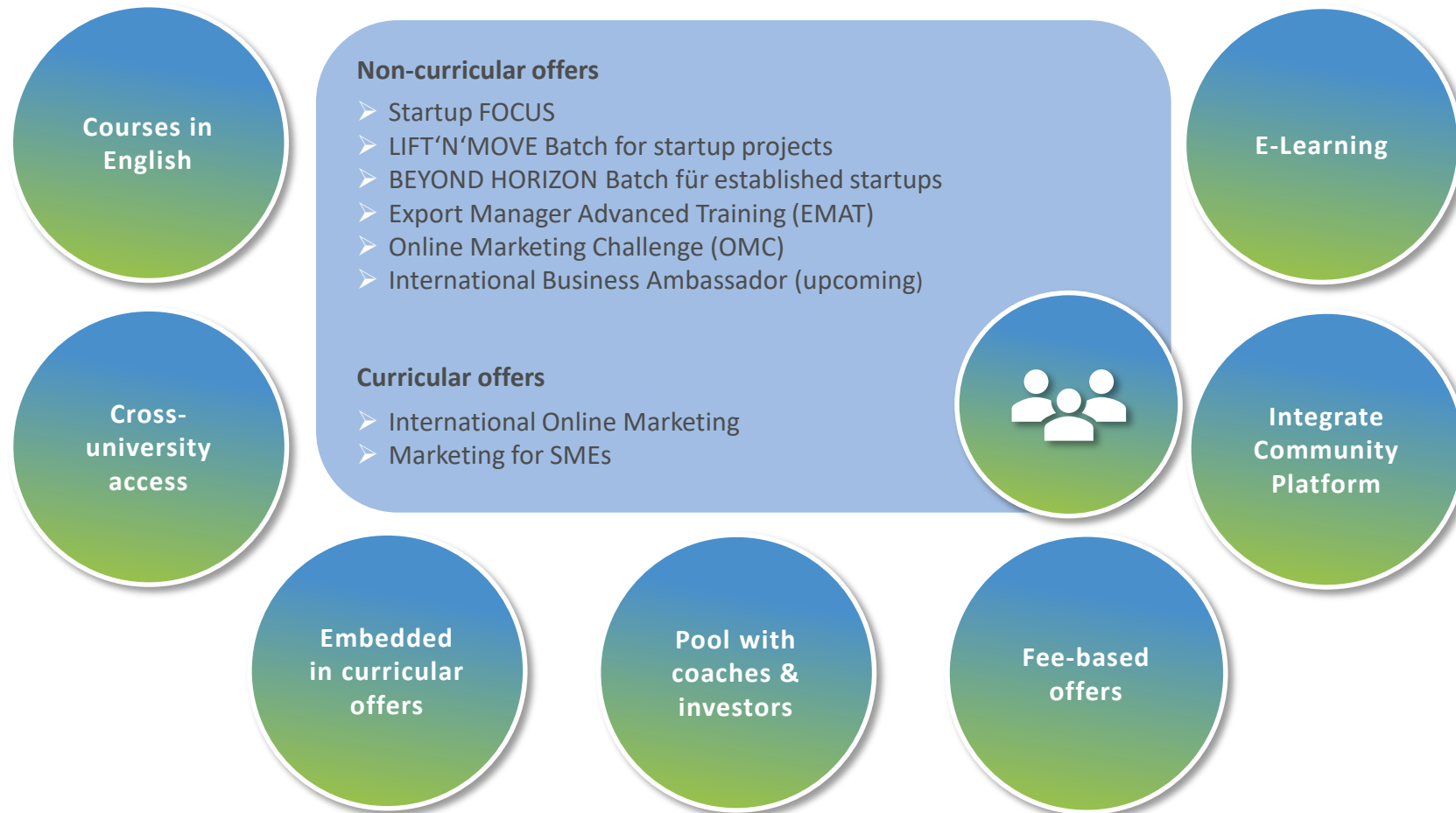
ISC – ATTRACT: INTERNATIONAL INNOVATORS AWARD

Our partner



- Vietnamese innovative startups
- Pitch their European market entry strategy
- Best teams get support for a trip to Germany
- First group travelled to Germany in April 2022





ISC - ACCELERATE

- Contact initiation with European companies in target markets
- ISC network of mentors
- Individual matching with mentors

Mentoring

Workshops

- Legal aspects of doing business
- Export management
- International business models
- Business culture, etc.

- Identification of suppliers and outsourcing partners
- Matchmaking events
- Access to customer groups

Network

Market information

- Market studies & market entry strategies
- Online marketing campaigns
- Industry experts

- Travel to Vietnam, China and Japan
- Co-working spaces in ISC hubs
- Direct market experience

Market exploration

Replacer Service

- Personnel in hubs act as representatives of the startups
- Representation at trade fairs
- Partner search and matchmaking

MARKET EXPLORATION

German startups and their experience in international markets

ROUND 2 - SPEAKERS



Thu Hoang

Business Development & CFO
Disaster Relief Systems



Jan Hanken

CEO and Co-Founder of
Idatase GmbH



Thuy Nguyen

Marketing expert at
Dashfactory GmbH



Dr. Dilan Sinem Sert

Founder and CEO
of SEDIDOC



ACCELERATE IMPRESSIONS SHANGHAI



ACCELERATE IMPRESSIONS VIETNAM





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