

SHORT



The Start.up! Germany Tour is about bringing international startups from abroad in touch with corporates and important players from North Rhine-Westphalia (NRW), showing them the benefits of NRW as a business location and support them in establishing a business here.

PROCESS

With the help of local partners (e.g. German Chambers of Commerce Abroad (AHK)), we identify and select innovative startups from all over the world that are active in the fields of life sciences, green tech or industrial solutions. Five startups per region are given the opportunity to get in touch with our local companies, accelerators, institutions and potential investors during our main program in October.



REGIONS



ASIA



AFRICA & MENA



NORTH & SOUTH AMERICA



EUROPE GROUP 01



EUROPE GROUP 02



PHASES



01

The first phase is the pre-program. It includes webinars with useful information about NRW and its vibrant industries as well as how to do business successfully in Germany/NRW. As a startup you can learn how to connect with companies and potential partners during the tour and beyond.

02

The Inter.national! Startup Contest includes five regional pitch contests. These digital competitions are open to the public after online registration. The winners will be given the opportunity to travel to Germany/NRW and take part at the on-site program (Phase 4: #EXTENDING).

03

In the digital part of the main program, the startups meet exciting companies, accelerators, investors and institutions within reverse pitches and panel discussions. In the context of a digital trade fair they can present themselves and organize matchmakings with the corporates.

04

The winners of Phase 2 (#CHALLENGING) will be invited to NRW, receive 1.000 euros in travel expenses support, compete against each other in THE GRAND FINAL and can win up to 18.000 euros of prize money. Additionally they will get two more exclusive days in NRW to meet corporates and market experts.

EXPLORING

CHALLENGING

CONNECTING

EXTENDING

PROFILE SHEET

VERTICALS

LIFE SCIENCE

If your startup is creating bridge between biology, medicine, computer sciences, material sciences and mechanical engineering, then you might be a candidate to innovate the health system globally. From drug discovery via diagnostics up to securely personalized DiGa Apps... all ideas are welcome!

GREEN TECH

Due to climate change and the worldwide declared objectives to reduce CO₂ emissions until 2050, the need for sustainable solutions and green technologies is rising in future. Startups may play a major role here. The future is sustainable and green.

INDUSTRIAL SOLUTIONS

The industry sector is transforming, not only locally but globally. Innovations and different solution approaches from startups will meet economic and corporate strategies. Different industries need different solutions. Be part of this transformation.

PRICE MONEY

03rd
PLACE
2.500,- EUR

02nd
PLACE
5.000,- EUR

01st
PLACE
7.500,- EUR

VOICES



ASSAF SAYADA
CEO AT HYDRO X
(1ST PLACE)

STARTUP ALUMNI

The „Start.up! Germany Tour“ was a thrilling opportunity to connect with disruptive startups globally. Winning the grand final filled us with pride. It deepened our understanding of Germany and NRW as the European hydrogen market gateway. Our valuable connections will drive Hydro X's growth and make us a global hydrogen economy leader.



JAN HERZOGENRATH
ACCELERATOR &
PARTNERSHIP MANA-
GER AT STARTPORT

CORPORATE

„The NRW region's key industries depend on robust logistics. Startups are innovating the supply chain, bolstering Germany's logistics leadership. Startport connects corporates with promising logistics startups, and the „Start.up! Germany Tour“ showcases international talent. Many startups we encountered at the tour later joined our accelerator program with success.“

HISTORY

START.UP!
GERMANY TOUR
SINCE 2017

432

STARTUPS SINCE
FIRST TOUR

>45

COUNTRIES

>3.500

CONNECTIONS

We stay in contact with our Alumnis and organize meetings for further expanding opportunities.

HOSTS



IHK NRW - Die Industrie- und Handelskammern in Nordrhein-Westfalen



Ruhr IHK Industrie- und Handelskammern im Ruhrgebiet



IHK Düsseldorf



IHK Köln



AHK Deutsche Auslandshandelskammern



DIHK

PARTNERS



Ministry of Economic Affairs,
Industry, Climate Action and Energy
of the State of North Rhine-Westphalia



NRW.GLOBAL
BUSINESS
Trade & Investment Agency



NRW.BANK
Promoting Ideas



EY
Building a better
working world