

INTERNATIONALISATION OF SMES BUSINESS ACTIVITIES

DEUTSCHES ELEKTRONEN-SYNCHROTRON (DESY), GERMANY

Start-ups meet Corporate

First, these events are very solution- oriented and practical-oriented. The participants come away with many new ideas, they could use immediately. Second, we got very positive feedback from the start-ups. They described these events as very helpful and interesting.

Background Information: International thinking is part of the DESY DNA. DESYs employees are international, more than 3000 guest researchers from over 40 countries every year come to DESY for their research and the coporate language is german and english. Allmost all of DESY Start-up teams are international teams, their markets are always international and they do their market analysis always for international markets. Thus, we do not have to support the start-ups to think about internationalization, they are already international. Therefore we offer hands on workshops for entering international markets. Event "Start-ups meet Corporate": These events and workshops are practice oriented and the aim is to exchange experience with international companies and to learn from their experinces. For example we had have an lunch talk regarding the topic "export controll of electronic components in the US". Our speaker was an export expert from Lufthansa Technik and he introduced his thoughts regarding the changes of the US regulations and how to deal with it. These events are dived in three part:

1. "Hands on" key note of an expert of an international corporation
2. Discussion
3. Networking activity with food and drinks.

For more information on Start-ups meet Corporate, DESY

 https://innovation.desy.de/founding/index_eng.html

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