



GISEP

The German Israeli Startup Exchange Program

Supported by:



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The German Israeli Startup Exchange Program (GISEP) is a non-monetary platform initiated by the German Startups Association and supported by the German Federal Ministry for Economic Affairs and Energy (BMWi). The GISEP seeks to strengthen the German-Israeli economic relations in the field of startups and support German and Israeli founders in their efforts to set up a subsidiary company in the other country. The project's term starts as of September 2016 and is set until the end of April 2017.

The GISEP seeks to facilitate access to the German market for Israeli startups and vice versa through 1) information, 2) capacity building, 3) networks, and 4) B-2-B networking opportunities.

First, the GISEP develops a "Go-To-Market Guide" for Germany. The guide provides Israeli startups with transparent, English-speaking, and condensed information on the German startup ecosystem as well as the administrative steps of an expansion to Germany.

Second, the GISEP wants to support the capacity development of Israeli entrepreneurs seeking to expand to Germany through a range of expert workshops. The workshops will take place in Germany and Israel and will mainly focus on issues concerning internationalization such as navigating the different legal environments and the main bureaucratic pitfalls.

Third, the GISEP built a broad network of honorary GISEP ambassadors and mentors in Israel and in Germany as contact people accessible to startups in each country. The network consists inter alia of founders, investors, experts, corporate representatives, and legal advisers.

Fourth, the GISEP seeks to create opportunities for B-2-B networking to connect German corporates and SMEs with Israeli startups. As the co-organizer of the Scale11 during the CeBIT (March 2017) as well as partner to the Young Tech Enterprises exhibition area at HANNOVER MESSE (April 2017), the German Startups Association can provide access to major B-2-B networking platforms in Germany.

Within the GISEP, the German Startups Association acts as a neutral intermediary channelling the information flow between the Israeli and German ecosystem. With about 650 members (representing more than 550 startups), the association is the main representative and voice of the German startup ecosystem. In terms of connecting both ecosystems, the German Startups Association builds on its experiences as the organizer of the annual "German Tel Aviv Week" (GTAW). The GTAW is a delegation trip of German founders, investors, corporate representatives, and politicians to Israel.

The GISEP is coordinated by Sascha Schubert (Vice Chairman), Mirco Dragowski (Managing Director), Lisa Schreier (Head of Research & International Strategy), and Lukas Gabriel Wiese (Manager Research & International Strategy).

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