



# GISEP

The German Israeli  
Startup Exchange  
Program

Supported by:



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The German Israeli Startup Exchange Program (GISEP) is an initiative by the German Startups Association (GSA) supported by the German Federal Ministry for Economic Affairs and Energy (BMWi). As part of the Innovation Agenda of the BMWi, the GISEP seeks to promote the German-Israeli economic relations in the field of startups as an impartial first point of contact and neutral facilitator of business contacts and opportunities between both countries.

The GISEP responds to ad-hoc enquiries as well as carefully organizes and implements independent events. The GISEP is sector agnostic and open to both B2B and B2C companies. Especially more mature B2B startups active in the fields of Automotive, (Industrial) IoT, and Cyber Security can benefit from the GISEP network and events.

The GISEP facilitates access to the German market for Israeli startups and vice versa through:

- 1) provision of information,
- 2) development of capacities through workshops,
- 3) access to networks through GISEP ambassadors and frequent meetups,
- 4) facilitation of B2B contacts and opportunities.

First, the GISEP website – [www.gisep.co](http://www.gisep.co) – provides market information and detailed explanations of the respective startup ecosystems. In addition, the GISEP develops a “Go-To-Market Guide” for Germany providing Israeli startups with transparent, English-speaking, and condensed information on the German market as well as the administrative steps of an expansion to Germany.

Second, the GISEP supports the capacity development of entrepreneurs seeking to expand to either Germany or Israel through a range of expert workshops focusing on issues concerning internationalization and the different modes of engagement with foreign markets.

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

Fourth, the GISEP provides opportunities for B2B networking to connect German corporates and SMEs with Israeli startups. As the co-organizer of the Scale11 during the CeBIT, the executive partner to the Young Tech Enterprises exhibition area at HANNOVER MESSE as well as the organizer of the IFA NEXT Startup Days during the IFA, the GSA provides access to major B2B networking platforms for startups in Germany.

With about 800 members the GSA is the main representative and voice of the German startup ecosystem. The GISEP is coordinated by Sascha Schubert (Deputy Chairman), and Natalie Gips (GISEP Project Lead).

Contact

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