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# EXPAND 2 EUROPE



invest  
in  
bavaria

## Your virtual path to European expansion

### READY TO EXPAND 2 EUROPE [e]<sup>2</sup>?

**GET EXPERT INSIGHTS - LEARN FROM PEERS - MAKE CONTACTS**  
Delivered straight to your (home)office, 100% virtual

Learn why 1,200+ companies like Google, Microsoft, IBM, and Amazon have offices in the German State of Bavaria with capital city Munich, Europe's #1 tech hub.

### EXPAND 2 EUROPE WITH US

The only US-based expansion program to help tech companies to rapidly open offices in Germany's most innovative state:

**Instant access** and intros to top German & US experts.  
**Accelerated path** to \$20 trillion of EU purchasing power, groundbreaking research, a world renowned tech ecosystem and home for your growing business in Europe.



**Learn:** Three months of live streaming webinars to help you understand the European market and shape your expansion roadmap!



**Connect:** 1 on 1 connections to key players in the tech scene, as well as in the startup, corporate, research, university and government ecosystems to hit the ground running.



**Network:** Earn a chance to attend the next leading founders and startup festival in Munich - Bits and Pretzels 2021.



**Start:** Open your turnkey European Office: Apply for Bavaria's softlanding program which includes three months of FREE co-working space, business coaching, direct introductions and access to the European market.

**A EUROPEAN EXPANSION PROGRAM  
HERE IN THE US - FOR FREE  
ZERO EQUITY TAKEN!**

**APPLY NOW**

[www.expand2europe.org](http://www.expand2europe.org)  
[expand@bavaria.org](mailto:expand@bavaria.org)

### MARK YOUR CALENDAR

Application Deadline: April 18, 2021  
Program Duration: May 2021 - July 2021

### ELIGIBILITY

- Innovative, growth-stage U.S. tech company
- Established business model
- Product or service selling in the U.S. market

### YOUR HOSTS AT THE BAVARIAN U.S. OFFICES

Find us on LinkedIn!  
 [www.bavaria.org](http://www.bavaria.org)

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### EXPANSION WEBINARS

**Session 1** | May 2021

**Spread the word:** Intercultural Differences in Story telling, Selling & Pitching

**Session 2** | May 2021

**Continuous Innovation:** Taking advantage of R&D institutes, partnerships and collaborations in Bavaria

**Session 3** | June 2021

**Financial Support:** State-funded Support Programs & (Early Stage) Funding Landscape in Bavaria

**Session 4** | June 2021

**Growing your team:** Attract, hire and retain talent & understand labor regulations

**Session 5** | July 2021

**Being compliant:** Understanding European data privacy laws and regulations

**Session 6** | July 2021

**Legal Framing:** Setting up a legal entity in Germany and understanding German taxation

**In addition to the group sessions, you will receive 1-on-1 mentoring.**

### EXCLUSIVE NETWORKING OPPORTUNITIES

**Oct 2021 | New York, USA (or virtual)**

**OktoberINVESTfest:** Present to investors and partners

**Fall 2021 | Munich, Germany (or virtual)**





**Bits & Pretzels** (or other option): Meet investors and partners,

### ABOUT US

The **Bavarian U.S. Offices for Economic Development** are the U.S. representative offices for **Invest in Bavaria**, a division of the German State of Bavaria's Ministry of Economic Affairs. We assist companies worldwide in expanding to Germany's largest state and vice-versa. With cross cultural teams in New York, San Francisco, Boston and New Haven, we are one of Invest in Bavaria's 28 representative offices globally.

### OUR SERVICES

We provide you with the information and contacts you need to successfully establish and grow your presence in Bavaria. As a government entity, our support is free of charge and confidential, including:

-  **Planning and preparation**
-  **Location search and site selection**
-  **Implementation**
-  **Growing in Bavaria**

### OUR PARTNERS (Selection)



TaylorWessing