



2014 Transatlantic Entrepreneur Partnership Conference New York City, September 2-4, 2014

THIS YEAR'S TOPIC AND OBJECTIVE

This year's conference is dedicated to fostering a cooperation and dynamic between the cities of New York, Berlin, and beyond. These metropolises are already hubs of diversity, creativity, and innovation, and by learning from and cooperating with one-another we can attract talents, risk-takers and investors, creating a network effect. This most likely applies even more to digital space than other areas of the economy. We want to examine how companies, startups, investors, policymakers, and the population at large can benefit from this synergy.

In addition, the three leading universities in Berlin have picked a group of 15 Berlin startups that are looking for US for market opportunities, US partners, and funding. These companies will pitch their ideas and get an introduction to what it takes to start your business in New York City.

THE PROGRAM

We start our conference in The OfficeLinks Hub, a modern co-working space, on September 2, the day after Labor Day, with a whole day of discussions around current developments in investments, media, the city, and policies. The German Consul General together with the American Council on Germany will host the group in the evening and have arranged for a fireside chat with German investors in the US. On Wednesday you will have the opportunity to discuss challenges and opportunities with a few New York experts and startups in their offices followed by a rooftop dinner on Fifth Avenue. The conference ends with a day all about starting in NYC - organized by the German American Chamber of Commerce - and the first NYC International Day with the Brooklyn Borough President. We are currently putting the final touches on the agenda. And yes, the Grand Havana Room will welcome us again for a drink.

THE FORMAT OF THE CONFERENCE DAY

Following a brief introduction of the topic and each speaker, we ask panelists to present their perspective for 3-5 minutes. They will include their background, and focus on concrete examples and activities, list resources, and especially focus on looking forward to 2015 and beyond. As always, please be forward looking and provide examples and resources. Following the presentations, there will be a panel discussion, moderated by one chairman/chairwoman.

PLEASE NOTE

To make the most of the conference, please note the following:

- Regard this as a **"conference from friends for friends,"** as we are not professional conference organizers and do this because we believe in closer transatlantic collaboration.



- If you can't join a conference session you have registered for (especially the dinners), please let us know as soon as possible.
- There will be a participant list on paper, which you will get on the first conference day. We don't publish or use the list for any other purpose.
- Our official conference vehicle is the New York subway and New York yellow cab, so make sure you know your way around between locations.
- If you would like to connect with a participant, please do it early or even before the conference. Not everybody will be around at all times.
- We don't publish speaker or participant lists. Our aim is that everybody has a role as a speaker, moderator, or introducer.
- The conference is by invitation-only, we have a only a small number of open tickets. Please keep this in mind when talking about the conference.

GENERAL BRIEFING & UPDATE CALL

We have scheduled a conference call to discuss issues or answer any questions you might have. Please feel free to dial-in.

August 19th, at 12:00 p.m. NYC time; 6:00 p.m. Berlin time.

Dial-in US: +1 559 546 1301
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THE SPONSORS

We are very grateful to the following sponsors for allowing us to put these three days together for you: The Consulate General of Germany in New York, American Council on Germany, Berlin Partner, Deutsche Bank, CMS Hasche Sigle, The German American Chamber of Commerce, ING Bank, hub:raum, and Partnership for New York City. Because of their generosity, you only need to take care of your travel and accommodation arrangements.

Coming to New York is still expensive, and if you would like to help others join us by providing support for travel and accommodations, please let us know.