



Who should attend? _____

- SMEs, Start-ups and young business people who would like to expand their business internationally
- Good English or German skills are required as the presentation should be in English or German
- Willingness to develop new markets in Germany or Europe



How to apply _____

- Submit a Factsheet, max. 2 pages / Pitch deck
- Short creative reason why your company should go to Germany

Apply until 2018 Nov 20
via Email to the following contacts:



Contact us _____

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International Business Acceleration

pitch your business
fly to Germany
build your network
grow your business overseas



promoting sustainable global trade
hinrich foundation

APPLY NOW
_____ until
Nov. 20th 2018

Market Test & Networking in Germany

The international SEPT Program of Leipzig University (Germany) supports innovative Vietnamese companies to grow their business internationally.

Our Program will take place in Ho Chi Minh City and Leipzig and shall help Vietnamese companies to find new business opportunities abroad and offer the chance to present the business idea to a wide audience in Leipzig, Germany.



What do we offer

- Two sessions of exclusive trainings by international professors
- International Business Idea pitch contest at „Deutsches Haus“ in HCMC to an audience of German business owners, politicians, members of AHK and Hinrich foundation
- Show your products/services at the trade fair „Haus Garten Freizeit“ on a shared Vietnamese booth and test the market first hand
- The winners will be invited to Leipzig, Germany to present the business idea during the trade fair event



Pitches

- Pitches and Q&A in English
- Business model 1 min
- Why you want to go to International? 1 min
- What is your goal to reach abroad? 1 min
- Q&A after every pitch 5min
- International jury with science and business background
- To level the playing field and give every team the same chance, the pitch is limited to exactly 3min!

Trade Fair „Haus Garten Freizeit“

- 850 exhibitors from 20 countries
- approx. 175.000 visitors
- direct sales to public: 17,4 Mio. USD
- one of the most successful public fairs in Germany



Facts & Timeline

2018 Nov 20 Deadline for application

TRAININGS

2018 Dec 02 - 03 Session 1

International Markets and Value Proposition

- SME internationalization / International business models
- Customer segmentation / Market research
- Value proposition / Adapting products and services to international markets
- Pitch training

2018 Dec 03 - 06 Coaching

1-on-1 sessions with professors

2018 Dec 06 Pitches in front of an international Jury „Deutsches Haus“, Ho Chi Minh City

2018 Dec 09 - 10 Session 2

Market Entry Strategies

- International distribution channels
- Partners & resources on international markets
- International Marketing
- International Trade Fairs

MARKET TEST & NETWORKING IN GERMANY

2019 Feb Trip to Germany

2019 Feb 23 - Mar 03 Trade Fair „Haus Garten Freizeit“ in Leipzig, Germany

2019 Feb 26 Pitches #2 in front of a larger crowd in Leipzig, Germany during Trade Fair „Haus Garten Freizeit“