

Press Release



Connecting for Tomorrow

Israeli and German Start-Up Companies Develop Mutual Synergies

Synergies that have developed between German and Israeli start ups will be the main focus of the Business Lab at the 3rd German Israel Congress on November 10. Berlin, which has become a successful start-up hub, will be hosting the Israel Congress for the first time – showcasing Israel, now regarded as the “start-up nation” par excellence, and Germany, which is commonly known as the nation of successful businesses and industries.

The German Israel Congress is taking place, this year, for the third time. Under the heading **“Connecting for Tomorrow”**, the Congress aims to highlight both country's extraordinary shared potentials and synergies. In order to achieve this goal, content and structure of the Congress has been revamped and will now concentrate on five thematic pillars: Politics, Economics, Sciences, Culture and Religion.

Experts will deal with these themes in the, so called, “Labs” together with Lab participants. Lab results will be dealt with in follow-up projects by NGOs. Through such approaches, the German Israel Congress also becomes a strategic platform - going beyond the event, for example, by invigorating relationships between private companies as well.

The Business Lab will look closely at the start-up synergies between Germany and Israel. It will also examine the risk and innovation culture as well as the cooperative potentials shared by both countries. Representatives from both nations will have the direct opportunity to learn about each other's strengths and contribute to them. Furthermore, future cooperation and support models which young entrepreneurs can take with them to the other country will be developed. 2015 has been benchmarked the year in which a start-up partnership between Berlin and Tel Aviv will have been developed - from which new platforms for cooperation and mutual exchanges can be created. Furthermore, we are glad to offer interesting lectures by distinguished participants such as Dr. Yossi Vardi who, for example, will discuss “The Success Story of German-Israeli Economic Cooperation in the Start-Up Sector”.

Berlin State Senator for Economics, Technology and Research Cornelia Yzer will honour the Lab with her opening remarks. Also, federal minister Philipp Rösler will host a breakfast for invited guests of the Business Lab on the day following the Congress.

Information on the Business Lab as well as participants and speakers of the German Israel Congress can be found here, on our webpage:

<https://www.israelkongress.de/de/konzept/labs/#lab2>

Journalists can register themselves for the Congress by following this link:

<https://www.israelkongress.de/de/presse/anmeldung-fur-journalisten/>

The 3rd German Israel Congress is being supported by the German Lottery Foundation of Berlin. Strategic Partner is Israel's oldest and largest environmental organisation, the Jewish National Fund - Keren Kayemeth Lelsrael (JNF-KKL). Through its support of the Business Lab, JNF-KKL will be contributing to German Israeli economic relations. It will also make a presentation of its extensive environmental work during the Congress.

For further information about the themes or if you have any questions, please do not hesitate to contact us

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