

Start.up Germany! 2018 – AHK Romania and Cargo Planning

7-12 October was a full week for AHK Romania and [Cargo Planning](#) – together with more than 45 startups, over 20 countries, 3 buses of people, we attended the [Start.up Germany!](#) roadshow 2018 through North-Rhine Westphalia, Germany's industrial heartland.

The event started at the co-working space in Düsseldorf, [Super7000](#), and this was the just the beginning of a long series of encounters with the German corporate environment and local startup ecosystem.

The German Chambers of Commerce and Industry of NRW welcomed the international delegation in [Düsseldorf](#), [Dortmund](#) and [Cologne](#). Startups had the opportunity to learn about the focuses of the region and meet big players of each of the project's verticals: InsurTech, Logistics & Mobility and Smart City.

The reverse pitch of well-known companies, such as Ernst & Young, Materna, Evonik, KPMG or thyssenkrupp, was a good opportunity for the participants to discuss potential collaborations with the corporates. On the other hand, they also presented themselves on several occasions, pitching at the offices of Metro AG, Bayer, ARAG, Signal Iduna, Wilo or DB Schenker.

Not only did our delegation get to meet representatives of the “old economy”, but they also gained access into the local startup ecosystem at the Cologne pre-event of [Startup Safari](#) and at the digital conference in Duisburg, [West Visions](#), where they actually “[speed-dated](#)” some of the SMEs of the region. Between powerful pitches, insightful presentations and intense networking sessions, the startups visited the UNESCO World Heritage industrial site of [Zeche Zollverein](#), a former coal mine complex in Essen, to attend workshops held by experts on topics like “Access to market”, “Access to data” or “Access to finance”.

The last stop of the roadshow was the [RuhrSummit 2018](#) in Bochum, the biggest startup conference of the Ruhr area, which hosted the pitch final of our delegation against German finalist startups. Although the first prize was not taken home by one of the international participants, the startups met representatives of accelerators and their programs, local entrepreneurs and their projects, attended panel discussions and insight talks, carrying along not just a pocketful of business cards, but actually valuable contacts.

Testimonial: Valerica Motoc, Business Development Manager [Cargo Planning](#)

“The Start-up Germany Tour has perfectly matched to our plan to internationalize our business, especially as one of the target countries is Germany.”

The event had many networking opportunities with other startups, from over 30 countries and Germany, but most importantly with representatives of corporations in the Ruhr area. We had an intense schedule that unfolded a truly perspective for logistics startups in Germany.

In the entire week, we have learned valuable information and gathered countless contacts that help us with a variety of topics in our internationalization process: from the legal side, how we should choose the location of the future office to defining the sales strategy for the German market.

We recommend this event not only because it opens up many opportunities for collaboration but helps any entrepreneur to take documented decisions when thinking about Germany as an option for scaling his or her business.”