

Peers4Growth 2022

Date: June 13 – 15, 2022

Location: Bochum and surroundings

Open for: start-ups and incubators

Agenda:

Sunday, June 12

anytime	individual arrivals	Bochum	Airports nearby: Dortmund, Duesseldorf, Cologne/Bonn
	Hotel check-in	Mercure Hotel Bochum City Massenbergstrasse 19-21, 44787 Bochum	Bookings can be made via email to reservierung.bochum@eventhotels.com mentioning the keyword "ZENIT" (99€/night incl. breakfast)
19:00	Dinner (individual payment)	Brauhaus Rietkötter Grosse Beckstrasse 7, 44787 Bochum	https://www.brauhaus-rietkoetter.de/

Monday, June 13 (timings subject to change)

08:30 – 09:00	Coffee and registration	RUB Makerspace @ O-Werk 44803 Bochum	
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09:00 – 09:45	Setting the agenda Welcome + Who is who <ul style="list-style-type: none"> • Who are you & your company? • Why do you do what you do? Ice breaker	Benno Weissner & Adina Golombbeck-Tauyatswala Moderated by Rim Stroeks	
09:45 – 10:30	How to internationalise successfully – international and intercultural marketing as tool for growth	Mr Birger Nispel, Airmed Plus	CONFIRMED
10:30 – 10:45	Coffee break		
10:45 – 12:30	“Pitch your growth challenge” Part I Start-ups present their major growth challenge to the group – in a peer2peer conversation, possible solutions and tools are discussed	all	2-3 groups, moderated by EEN advisors
12:30 – 13:30	Lunch break		
13:30 – 15:00	“Pitch your growth challenge” Part II Start-ups present their major growth challenge to the group – in a peer2peer conversation, possible solutions and tools are discussed	all	2-3 groups, moderated by EEN advisors
15:00 – 15:15	Coffee break		
15:15 – 16:30	How to develop an Innovation Roadmap	Holger Bramsiepe, Generation Design	CONFIRMED
16:30	Wrap-up of the Workshop	Benno & Adina	
	FREE TIME		
19:30	Joint dinner	Avli Luisenstrasse 14, 44787 Bochum	http://avli.de/

Tuesday, June 14

From 09:00	ruhrSUMMIT 2022 <ul style="list-style-type: none"> - Meet at NRW.Europa booth - Programme in “pop-up discussion corners” - 12:00 joint lunch - Digital Pitches (videos to be recorded beforehand by each participant) - 16:00 interactive workshop “Helping start-ups grow and become more resilient: internationalisation, sustainability and digitalisation as key drivers” – a live conversation about the key drivers in growth with start-ups, an experienced scale-up/SME as well as EEN experts - Matching on the spot - 17:00 de-briefing at NRW.Europa booth 	Jahrhunderthalle Bochum Pop-up discussion corner	
Evening	“FuckUp Night” @ ruhrSUMMIT	all	

Wednesday, June 15 *OPTIONAL*

10:00 -	Individual meeting agenda for every participant (2-3 meetings) <ul style="list-style-type: none"> - B2B Meetings with NRW companies and/or other players 	OPTIONAL	Profiles needed by May 16!
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