INNOVATION BRIDGE

INVITATION

5-6 November 2024

Munich, Germany

We warmly invite you to join us at the 2024 Innovation Bridge Forum.

You will be joined by over 80 technology startups, industry partners, research and innovation centers, business incubators and venture capital investors from Europe and China. Global consulting firm Roland Berger will share their insights and practices towards going overseas.

This forum will discuss innovation trends in Europe and China and explore market entry strategies, business models and local support resources for startups.

Through this event, we hope to build up a neutral, cross-border platform to facilitate communication and collaboration between European and Chinese technology companies and investors.

As always, thank you for your support! We look forward to seeing you there.

Agenda

Time (CET)		Topic	Speaker
Nov. 5 (Tues.)	8:30-9:00	**Sign-in**	
	9:00-10:00	**Keynote 1** Insights about Chinese and European innovation environment and ecosystem	Roland Berger
	10:00-12:30	**Company Showcase 1**	Startups
	12:30-13:30	**Lunch**	
	13:30-15:00	**Company Showcase 2**	Startups
	15:00-16:00	**Keynote 2** Business strategy for globalization and overseas market entry	Roland Berger
	16:00-16:40	**Research and Innovation Center Introduction**	R&I Center Partner
	16:40-17:30	**Panel Discussion** Opportunities and challenges for companies in overseas markets	Startups, Investors
	17:30-20:30	**Dinner**	
Nov. 6 (Wed.)	9:00-10:00	**Keynote 3** Market entry methodology for going overseas market	Roland Berger
	10:00-11:00	**Investor Introductions**	Incubator partners, VCs
	11:00-12:30	**Company Showcase 3**	Startups
	12:30-13:30	**Lunch**	
	13:30-16:00	**Company Showcase 4**	Startups
	16:00-17:00	**Panel Discussion** Preparation and movement to overseas market	Startups, Investors
	17:00-17:10	**Closing**	

Reminder: Please participants note that you are requested to apply for a valid Schengen unified visa for business meetings. This invitation is only for agenda reference and shall not be used for visa applications.

Disclaimer: This invitation is intended for receipt and use by designated participants or invited institutions only, and may contain confidential information or for other reasons be subject to non-disclosure requirements. Any agenda and information contained in this invitation are for reference purposes only and should not be construed as a formal offer or solicitation, nor should they be considered as a formal confirmation of any transaction.

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Munich Marriott Hotel City West

B Floor (Meeting Floor)

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