

**Mailings and electronics from the
Bavarian U.S. Offices for Economic Development, LLC
West Coast Division**



388 Market Street | Suite 1050
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February 1st, 2017 - July 31st, 2017

HSD/CES/REGISTRATION
UNIT
2017 AUG 31 PM 1:35

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5.	04/04/2017	Invitation Event m[A.I.]_fest 2017 Conference German Corporates
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26.		Bavaria - funding & financing option for investors
27.		Enter the Game - Bavarian Games

Johanna Hebestreit

From: Bavarian U.S. Offices for Economic Development, LLC
<sanfrancisco=bavaria.org@mail92.suw17.mcsv.net> on behalf of Bavarian U.S.
Offices for Economic Development, LLC <sanfrancisco@bavaria.org>
Sent: Monday, February 06, 2017 12:05 PM
To: Johanna Hebestreit
Subject: Invitation | Bavarian-German Happy Hour @ GDC | March 1st, 2017



Bavarian - German Happy Hour @ GDC 2017

Please join us at The Pin Up for great networking with innovative gaming companies from
Germany on

Wednesday, March 1, 2017, 5 pm – 7 pm

The Pin Up
772 Folsom St, San Francisco, CA 94108
(Right next to Moscone Center in San Francisco)

Tickets are free but RSVP is required:

gdc-happyhour-2017.eventbrite.com

Password: GDCBavaria

See you at The Pin Up!

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INVITE | TICKET

Bavarian - German

Happy Hour @ GDC 2017

Networking with Bavarian drinks and appetizers

WEDNESDAY, MARCH 1

5PM - 7PM

@ THE PIN UP

NEXT TO HOGGONE CENTER

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The Business
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Business Bavaria
Newsletter

Issue 01 | 2017

NEWS

vbw study on company loyalty to a location: Top marks for Bavaria



About 96 % of Bavarian companies would make the decision to locate in Bavaria again. This was the outstanding result of the latest study conducted by the Bavarian Industry Association (vbw) that surveyed nearly 1,000 companies located in Bavaria.

[» Read more](#)

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IN FOCUS SPECIAL

Production 4.0 in Bavaria: Schaeffler and digitization



When it comes to Industry 4.0, Bavaria is in an excellent position as a strong business location. Companies of all sizes and from every user industry ensure that the location's innovative strength continues to be bolstered. We have already discussed many such examples on this blog – now it is time for them to speak for themselves. The first is automotive and industrial supplier Schaeffler.

[» Read more](#)

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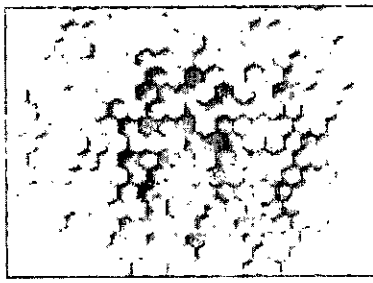
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5 MINUTES WITH ...
Dr Raoul Klingner, Director of Research at Fraunhofer Gesellschaft

Joseph von Fraunhofer, who gave one of Europe's most significant research societies his name, would have been 230 years old today. We took the famous scientist's milestone birthday as an opportunity to speak to Dr Raoul Klingner, Head of the key Research department at Fraunhofer Gesellschaft.

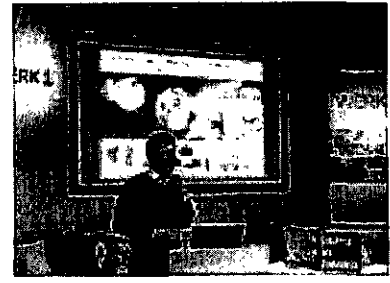
» [Read more](#)



IN FOCUS
Really great little technology: nanotechnology in Bavaria

Even though the particles that they work with are practically invisible, the Bavarian nanotechnology sector is really something to be proud of. The Free State is making a crucial contribution to the industrial location of Germany being among the technology leaders in this sector, alongside Japan and the USA.

» [Read more](#)



INVESTOR'S CHOICE
Successful pitching – how you can convince investors

Our blog recently reported on the different types of pitches and the contents which should always be included in a pitch deck. What should you do, though, when the big moment actually arrives and it's time to make your pitch to investors? Regardless of whether it is an elevator pitch or a more detailed one – the key is always to impress the audience with exactly the right note. How is this done? We've compiled some advice below to help you.

» [Read more](#)

NUMBER OF THE MONTH: 15,341

15 341

That's how many patents were registered in Bavaria in 2015. That's just under a third of all patent applications, more than in any other federal state. These figures prove the high level of innovation at companies and research institutes in the Free State.

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NEWS

New Medical Valley Center in Forchheim

The Minister of Economic Affairs Ilse Aigner (CSU) opened the new Medical Valley Center Forchheim for health care services and IT on 9 January – another step towards the innovative expansion of the Bavarian medical industry.

» [Read more](#)



BAVARIA IN YOUR BRIEFCASE

Winter in Bavaria – much more than just alpine skiing

Even though winter is taking a break at the moment, it had the whole of Germany firmly in its grip, leaving some shivering from the cold while the Bavarian people in particular were thrilled with the masses of snow. But anyone who is just thinking about spending the winter in the Alps with their snowboard or downhill skis, is doing the variety of winter sports activities an injustice as Bavaria has far more to offer than just wide slopes for downhill fun. Whether it's a weekend outing or a long-planned winter holiday – we show you what you can look forward to during the Bavarian winter.

» [Read more](#)



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WHAT'S UP IN BAVARIA

Servus meets Howdy!

Next month, it's finally the time: the Who's who of the international interactive, film and music industry meet in Austin, Texas, at the yearly South by Southwest. Once again, Bavaria will take part in the event.

See you there!

Find out more about SXSW 2017 and other upcoming events on our homepage.

» [Read more](#)



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info@bayern-international.de | www.bayern-international.de

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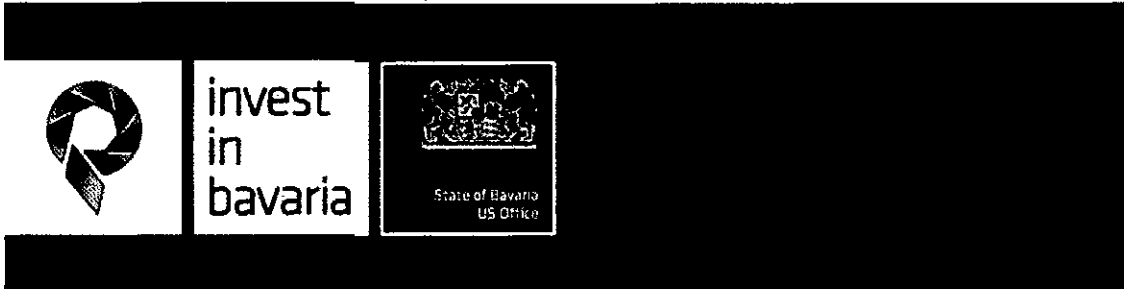
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CEO: Hans-Joachim Heusler

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From: Antonia Zierer <sanfrancisco=bavaria.org@mail53.suw11.mcdlv.net> on behalf of Antonia Zierer <sanfrancisco@bavaria.org>
Sent: Friday, March 10, 2017 11:36 AM
To: Johanna Hebestreit
Subject: Personal Invitation to the 13th Annual GROW! Awards, April 25th, Computer History Museum, Mountain View



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2017 AUG 31 PM 1:35

Personal Invitation to the 13th Annual GROW! Awards

Dear Johanna

Please join us for the **13th Annual GROW! Awards**

April 25th 2017

Computer History Museum in Mountain View

The event poster is divided into several sections. At the top left, it features the 'GROW! AWARDS' logo with a bar chart icon. To the right, it says '13th Annual ACG Silicon Valley U.S. Trust GROW! Awards'. Below this, the date and time are listed as 'April 25, 2017 5:45 - 9:00 PM'. The event location is 'Computer History Museum, 1401 North Shoreline Blvd., Mountain View, CA'. Social media handles '@acgsv' and '#GROWAwards' are provided, along with the website 'www.acgsv.org'. At the bottom, there are logos for 'Sponsored by U.S. TRUST', 'ACG Silicon Valley', and 'Computer History Museum'.

Invest in Bavaria is a partner of ACG Silicon Valley (ACGSV), a community dedicated to connecting

CEOs and senior executives with business and industry leaders in Silicon Valley.

Last year more than 100 Valley CEOs were among the 250 attendees of the GROW! Awards. In the last years companies like LinkedIn, GoPro and Intel were amongst the winners. So don't miss out on this unique opportunity to meet and network with some of the most interesting stakeholders from the Silicon Valley and beyond.

The event is invite only and open for C-level and senior executive guests. You can find further information on the event [here](#).

Please let me know, if you would like to join us as our guest. The event is usually sold out and with a waiting list, so I would be very grateful if you could send me an email to azierer@bavaria.org until March 31st.

If you have any questions please don't hesitate to contact me.

I'm looking forward to seeing you at the GROW! Awards!
Kind regards,

Antonia Zierer
Executive Director
Bavarian U.S. Offices for Economic Development

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Team 1

From: Johanna Hebestreit
Sent: Monday, March 20, 2017 4:43 PM
To: James Mister
Subject: FW: m[A.I.]_fest - Spring A.I. Event, May 10th, Silicon Valley



m[A.I.]_fest Invitation

Dear Invest in Bavaria Team

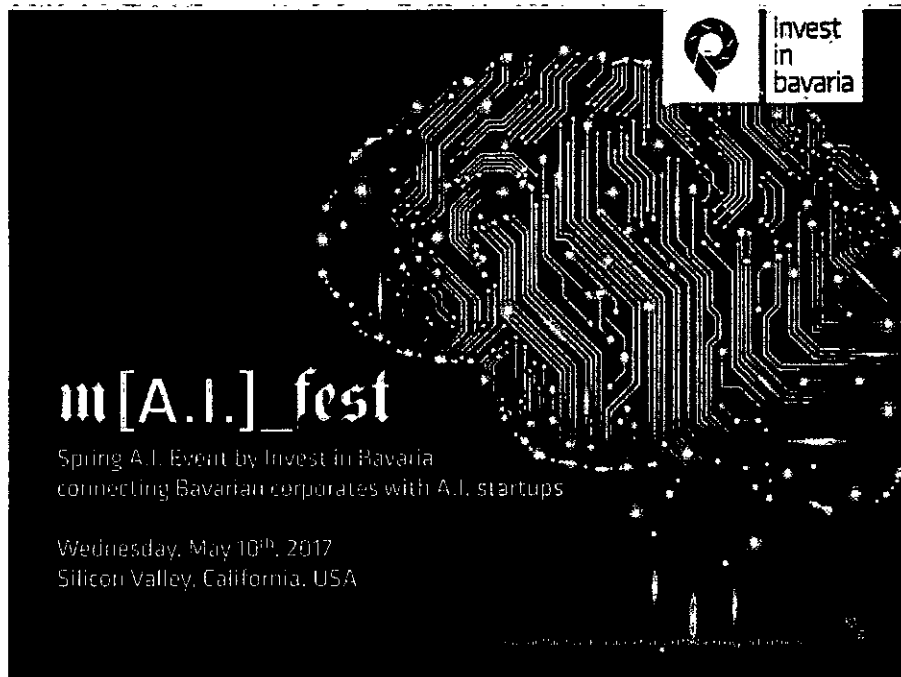
Invest in Bavaria - San Francisco cordially invites you to its m[A.I.]_fest, an A.I. & machine learning-themed conference. This event brings together A.I. companies with leading corporates from Germany.

Invited A.I. companies receive **2 complimentary conference passes** for the day and evening program:

Wednesday, May 10th, 2017

**Quadrus Conference Center
2400 Sand Hill Road
Menlo Park, CA**

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If you are interested in entering or gaining traction in Europe/EMEA, you shouldn't miss this unique opportunity to engage with industry-leading German companies as service providers or potential partners. Senior Executives responsible for digitalization strategy, corporate venturing, innovation, R&D, and M&A will attend.

This event is geared towards C-level or strategy and business development leads, but entrepreneurs and investors active in the A.I. space are also welcome to register and attend as there will be ample time for networking.

Please let me know if you are interested in participating. You can find further information here [here](#). If you have any questions, do not hesitate to contact me under maifest@bavaria.org.

Please rsvp under:
maifest2017.eventbrite.com

The Code is:
bavaria17maifest

Auf Wiedersehen!

Best regards,
James E. Mister
Investment & Expansion Manager
Bavarian U.S. Offices for Economic Development, LLC

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The MailChimp logo, featuring the word "MailChimp" in a white, cursive font on a dark rectangular background.

Maifest Corporate Version

Campaign Preview HTML Source Plain-Text Email Details



Invitation to m[A.I.]_fest
A Spring A.I. Conference by Invest in Bavaria

Dear << Test First Name >>,

Invest in Bavaria - San Francisco cordially invites you to the m[A.I.]_fest, an artificial intelligence (A.I.) & machine learning-themed conference bringing together industry-leading German corporates & A.I. startups and entrepreneurs in Silicon Valley.

Wednesday, May 10th, 2017
1 p.m. - 9 p.m.

Quadrus Conference Center
2400 Sand Hill Road
Menlo Park, CA

If you are interested in A.I. and machine learning, don't miss this unique opportunity to network and engage with innovative A.I. startups & entrepreneurs. This is your chance to exchange with algorithm engineers and machine learning experts to deepen your knowledge of how A.I. will impact your industry.

The evening portion of the conference will feature keynotes, a panel discussion and a Bavarian Happy Hour with authentic food and beer!

If you like to attend the event,

[Register Here](#)

Corporate Discount: 50% off with use of promotional code BMFCP

For more info, please contact maifest@bavaria.org

Hope to see you there!

James E. Mlster

Investment & Expansion Manager - Tech, Media & Energy
Bavarian U.S. Offices for Economic Development, LLC

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Maifest Corporate Version

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A Spring A.I. Conference by Invest in Bavaria

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Wednesday, May 10th, 2017
 1 p.m. – 8 p.m.

Quadrus Conference Center
 2400 Sand Hill Road
 Menlo Park, CA

If you are interested in A.I. and machine learning, don't miss this unique opportunity to network and engage with **Innovative A.I. startups & entrepreneurs**. This is your chance to exchange with algorithm engineers and machine learning experts to deepen your knowledge of how A.I. will impact your industry.

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If you like to attend the event,

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James E. Mister

Investment & Expansion Manager – Tech, Media & Energy
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Johanna Hebestreit

From: James E. Mister - Invest in Bavaria <maifest=bavaria.org@mail2.suw13.rsgsv.net> on behalf of James E. Mister - Invest in Bavaria <maifest@bavaria.org>
Sent: Monday, April 17, 2017 9:39 AM
To: Johanna Hebestreit
Subject: Only two weeks left for Early Bird Registration m[A.I.]_fest - Spring A.I. Event, May 10th, Silicon Valley

Only two Weeks left for Early Bird Tickets!

m[A.I.]_fest

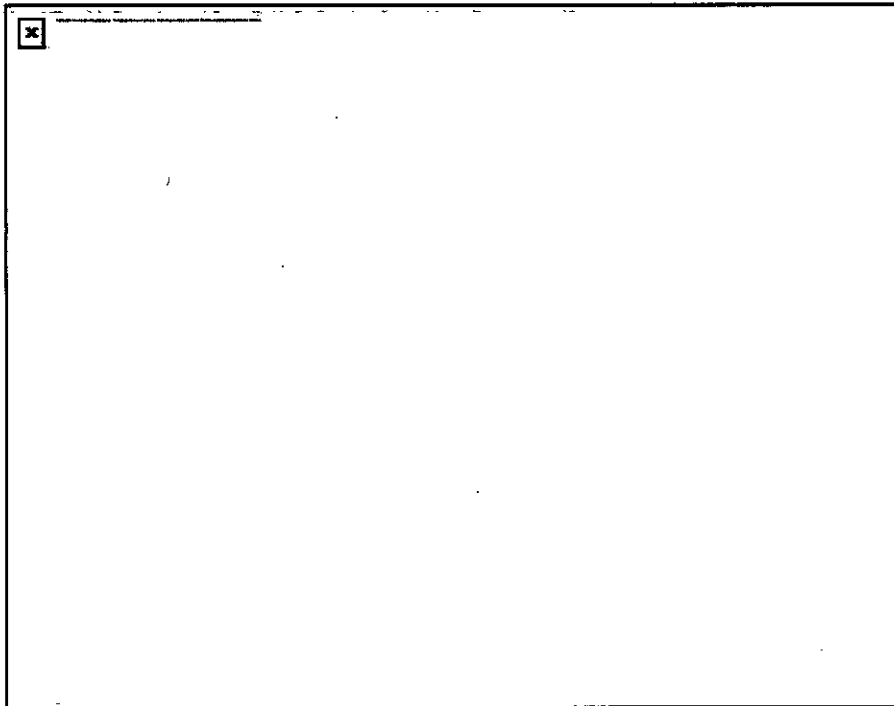
A Spring A.I. Event by Invest in Bavaria

**Wednesday, May 10th, 2017
5 p.m. – 9 p.m.**

**Quadrus Conference Center
2400 Sand Hill Road
Menlo Park, CA**

[Register Here](#)

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Invest in Bavaria - San Francisco cordially invites you to the m[A.I.]_fest, an artificial intelligence (A.I.) & machine learning-themed spring event bringing together industry-leading German companies and A.I. startups to exchange and collaborate about the role of A.I. in several key industry verticals and

functional areas.

The evening includes a panel discussion and Q&A session with experts from research, industry and finance from Silicon Valley and Germany.

Agenda

5:00 pm Registration & Networking

6:00 pm Welcoming Remarks

6:10 pm Keynote Addresses by A.I. Thought Leaders

Jens Weitzel - Founding Partner, Yabusame Partners

Kartik Gada - Executive Director, Woodside Capital Partners

6:40 pm Panel Discussion

"From Industrial Automation to Autonomous Driving: How A.I. is Reshaping Innovation"

This panel discussion offers an outlook on how A.I. is impacting business and innovation in key German industries.

Guest Panelists:

Liz Derr - Co-Founder & CEO, Similarity

Wolfgang Sczygiol - Vice President, Brose Automotive Supply

Dr. Florian Neukart - Principal Data Scientist, Audi/VW | Author

7:10 pm Q&A Session

7:30 pm Happy Hour featuring Bavarian beer & southern German hors d'oeuvres - Prost!

If you would like to attend the event:

[Register Here](#)

Early bird tickets available until April 30th!

If you have any questions or would like more information, please contact maifest@bavaria.org

Bis dann!

Best Regards,

James E. Mister

**Investment & Expansion Manager – Tech, Media & Energy
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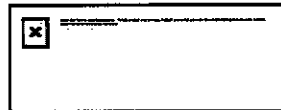
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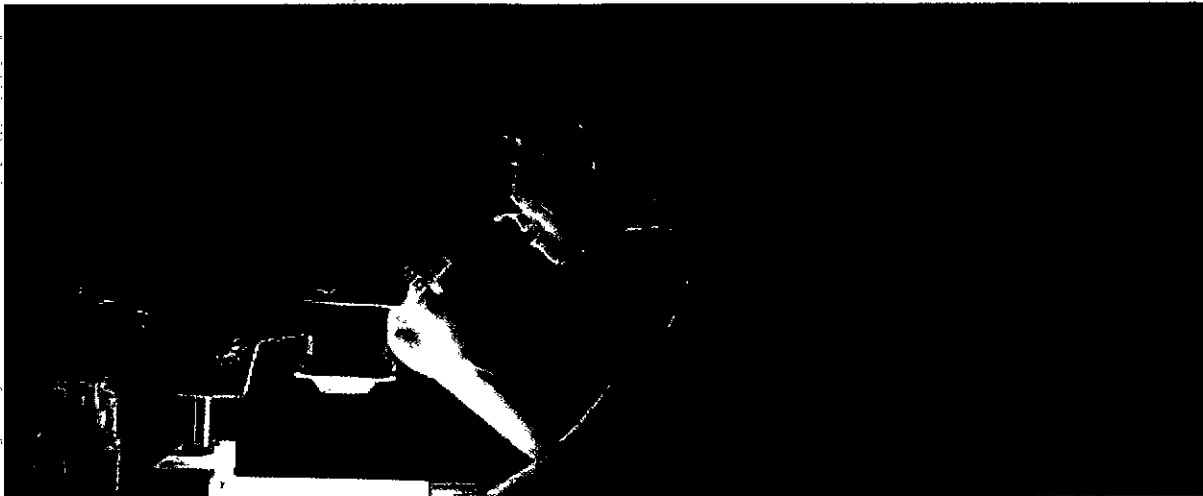
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Business Bavaria
Newsletter

Issue 02 | 2017

NEWS

New Microsoft IOT lab for Munich



Munich is developing more and more into an international centre for the Internet of Things (IoT). Not only did IBM create its worldwide Watson head office with more than 1,000 jobs in the Bavarian capital last year, but now Microsoft is also moving in. The IT corporation from Redmond announced at the end of March that it is opening an IoT & AI Insider Lab in Munich.

[» Read more](#)

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NEWS

Gründungsradar 2016: double Gold for the Bavarian capital



The Stifterverband, a collaboration to promote German science, published its annual study on foundation initiatives (Gründungsradar) at German universities of applied sciences and universities on 20 February. Good news for Bavaria: two Munich universities of applied sciences shared first place in 2016.

[» Read more](#)



5 MINUTES WITH ...
Jürgen Wax, CEO of
Josef Gartner GmbH

Josef Gartner GmbH has its head office in Gundelfingen an der Donau with just under 8,000 inhabitants but impresses all over the world with its spectacular glass façades. The company's most well-known projects include the Elbphilharmonie that just opened in January, the BMW Welt in Munich or the new Apple Campus in California. Mr Jürgen Wax is going to tell us more about the SME's success.
[» Read more](#)



IN FOCUS
Gaming industry is topping
up: more funding through
FFF Bayern

Good news for all gaming fans: the Bavarian games industry can look forward to more funding – and from two sources at the same time. The good news is hardly surprising, at the end of the day more than half the sales in the German games industry are generated in Bavaria.
[» Read more](#)



INVESTOR'S CHOICE
Tips for successful
establishment: insight into
German employment law

Anyone who wants to establish themselves in Bavaria is usually looking for talented professionals for their own company. Once they've found the experts though they have to grapple with German employment law. We have therefore put together some information that may make it a bit easier for you to navigate your way through the legislation jungle.
[» Read more](#)

IN FOCUS SPECIAL

Industry 4.0 in Bavarian SMEs – a successful example at Maschinenfabrik Reinhausen



What makes companies in Bavaria so successful? Besides the hard and soft location factors that the Free State features, it is mainly the ability of the firms based here to recognise and implement digital transformation processes. We want to know what exactly is happening in practice and therefore let Bavarian companies have their say in our series on Industry 4.0 in Bavaria.

[» Read more](#)

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**NUMBER OF THE
MONTH: 70,550**

70.550

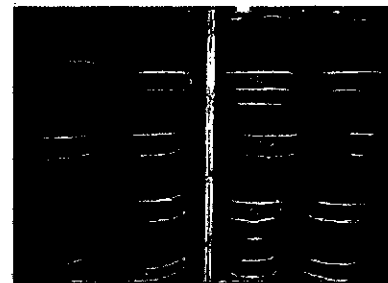
That's how many square metres more than twelve and a half million people live on in Bavaria making the State of Bavaria Germany's largest federal state in terms of area. Bavaria is therefore also larger than Switzerland and has a bigger population than Sweden and Austria.

BAVARIA IN YOUR BRIEFCASE

Between traditional dressmakers and cheese dairies:
hands-on Bavarian culture

Bavaria offers an incomparable attitude towards life. One reason for this is indisputably the state's diverse culture. You can either visit famous buildings like Regensburg Cathedral and Neuschwanstein Castle to get to know more about this. Or discover Bavarian culture in a totally new way: by dressing up, trying things out and being hands on.

[» Read more](#)



WHAT'S UP IN BAVARIA

Find out which upcoming event could be of interest to you.

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Johanna Hebestreit

From: James E. Mister - Invest in Bavaria <maifest=bavaria.org@mail20.atl71.mcdlv.net>
on behalf of James E. Mister - Invest in Bavaria <maifest@bavaria.org>
Sent: Monday, May 01, 2017 10:05 AM
To: Johanna Hebestreit
Subject: Only 10 days left to register - m[A.I.]_fest, May 10th, Silicon Valley

Only 10 days left!

m[A.I.]_fest

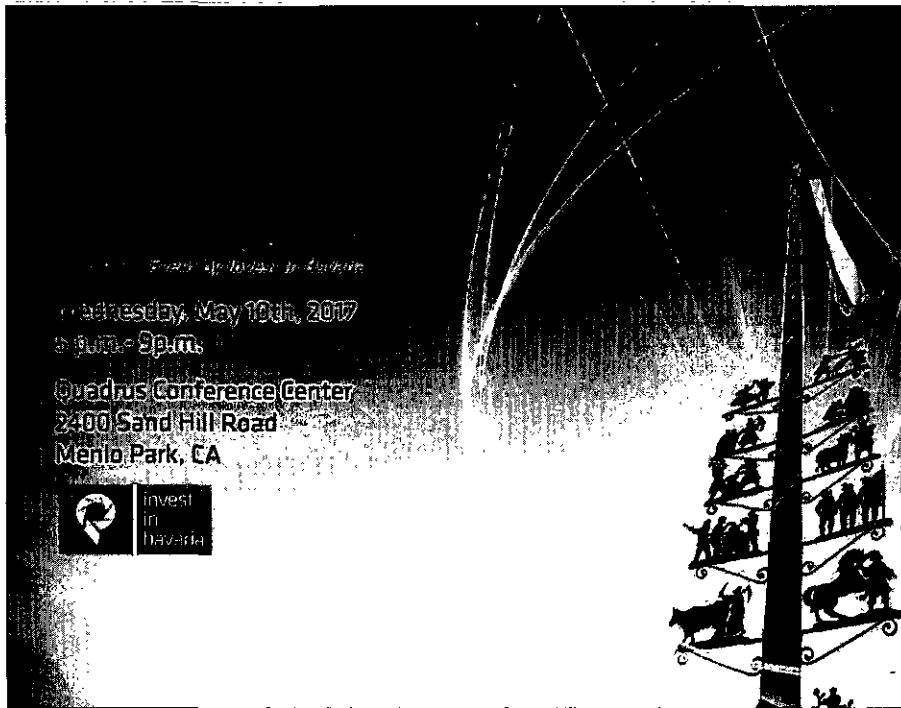
A Spring A.I. Event by Invest in Bavaria

Wednesday, May 10th, 2017
5 p.m. – 9 p.m.

Quadrus Conference Center
2400 Sand Hill Road
Menlo Park, CA

[Register Here](#)

MSD/CES/REGISTRATION
UNIT
2017 AUG 31 PM 1:36



Join us at the m[A.I.]_fest, an artificial intelligence (A.I.) & machine learning-themed spring event!

The event brings together industry-leading German companies and A.I. startups to exchange and

collaborate about the role of A.I. in several key industry verticals and functional areas. The evening includes a panel discussion and Q&A session with experts from research, industry and finance from Silicon Valley and Germany. Afterwards there will be a **Happy Hour** featuring Bavarian beer & food!

Agenda

5:00 pm Registration & Networking

6:00 pm Welcoming Remarks

6:10 pm Keynote Addresses by A.I. Thought Leaders

Jens Weitzel - Founding Partner, Yabusame Partners

Kartik Gada - Executive Director, Woodside Capital Partners

6:40 pm Panel Discussion

"From Industrial Automation to Autonomous Driving: How A.I. is Reshaping Innovation"

This panel discussion offers an outlook on how A.I. is impacting business and innovation in key German industries.

Guest Panelists:

Liz Derr - Co-Founder & CEO, Similarity

Wolfgang Sczygiol - Vice President, Brose Automotive Supply

Dr. Florian Neukart - Principal Data Scientist, Audi/VW | Author

7:10 pm Q&A Session

7:30 pm Happy Hour featuring Bavarian beer & food - **Prost!**

If you would like to attend the event:

[Register Here](#)

Please contact maifest@bavaria.org if you have any further questions.

Bis dann!

Best Regards,

James E. Mister

**Investment & Expansion Manager – Tech, Media & Energy
Bavarian U.S. Offices for Economic Development, LLC**

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Johanna Hebestreit

From: Antonia Zierer - Invest in Bavaria
<sanfrancisco=bavaria.org@mail15.suw13.rsgsv.net> on behalf of Antonia Zierer - Invest in Bavaria <sanfrancisco@bavaria.org>
Sent: Wednesday, May 03, 2017 2:54 PM
To: Johanna Hebestreit
Subject: INVITATION May, 23rd, San Francisco - "Germany first, America second? Taking the faster route to market for healthcare companies"

INVITATION

**"Germany first, America second?"
Taking the faster route to market for healthcare companies**

Dear Johanna

Please join us for a panel discussion on how to enter the European market via Germany as a life sciences company. We will discuss key factors for succeeding and investing in the German market as a starting point for further international expansion:

**May 23rd, 2017
5:30 pm-8:30 pm**

**wework Transbay
535 Mission St, 14th floor
San Francisco, CA 94105**

[Register here](#)

NSD/CES/REGISTRATION
UNIT
AUG 31 PM 1:37

Germany first, America second?
Taking the faster route to market for healthcare companies

Michael Kauch
VP Government Affairs & Public Policy
Kaiser Consulting

Felix Hilgert
Senior Associate
Osborne Clarke

Joerg Kamke
Managing Director
Rueter und Partner

Antonia Zierer
Executive Director
Invest in Bavaria

MODERATOR
Marijke van Schaijk
Business Development Specialist
Osborne Clarke

Kaiser Consulting Group
HEALTH CARE MADE BY ACCESS

Osborne Clarke

RUETER PARTNER
THOMSON REUTERS

invest in bavaria

AHK

Our experts will discuss what **challenges healthcare companies** will face, but will also address the **rewards** that lie in international expansion. What is the best way to set up a company, how do you go about reimbursements and tax issues? For those in the initial planning phase of expansion there will be a general discussion about **strategic decisions** a healthcare company needs to make when discovering new markets and how to approach this.

After the panel discussion we hope you join us for little bit less of a 'healthy' happy hour with appetizers and drinks.

We look forward to seeing you there!

Agenda:

5:30 pm - Registration and Networking

6:00 pm - Panel Discussion

Michael Kauch, Kalms Consulting, VP Government Affairs & Public Policy

Felix Hilgert, Senior Associate, Osborne Clarke

Joerg Kemkes, Rueter und Partner, Managing Director

Antonia Zierer, Invest in Bavaria, Executive Director

Moderated by: Marloes van Schaijk, Business Development Specialist, Osborne Clarke

7:00 pm - Q&A

7:30 pm - Happy Hour with appetizers and drinks

If you would like to attend the event

[Register Here](#)

If you have any further questions, please don't hesitate to contact us at sanfrancisco@bavaria.org

Best Regards,

Antonia Zierer
Executive Director

Bavarian U.S. Office for Economic Development, LLC.

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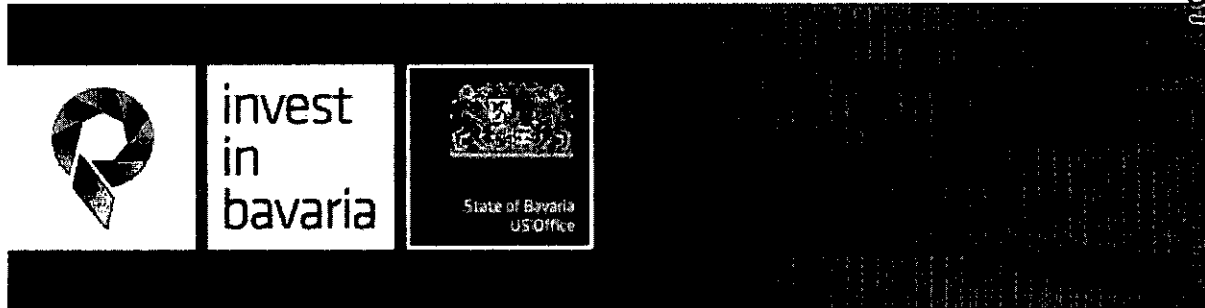
Johanna Hebestreit

From: Rebekka Bogner
Sent: Tuesday, August 15, 2017 10:37 AM
To: Johanna Hebestreit
Subject: FW: Thank you for visiting the Bavarian Booth at TiEcon 2017

From: Bavarian U.S. Offices for Economic Development, LLC
[mailto:sanfrancisco=bavaria.org@mail69.at|91.mcsv.net] **On Behalf Of** Bavarian U.S. Offices for Economic Development, LLC
Sent: Monday, May 15, 2017 5:11 PM
To: Rebekka Bogner <RBogner@bavaria.org>
Subject: Thank you for visiting the Bavarian Booth at TiEcon 2017

2017 AUG 31 PM 1:37

MSD/CES/REGISTRATION
UNIT



May 15th, 2017

Thank you for visiting our booth @TiEcon 2017

Dear Rebekka,

We hope your participation at TiEcon in Santa Clara was a great success and we would like to thank you for stopping by at our booth. Below you'll find some information about the German State of Bavaria, one of Europe's Tech hubs.

Please reach out to us if you have any questions regarding growing your business in Germany. Plus, we would like to inform you that we also have a team in Bangalore. Please contact our colleague John for more information in case you're based in India:

John Kottayil
+91 80 4096-5025/-5026, +91 80 4124-7682
john.kottayil(at)invest-in-bavaria.in
30, MG Road 560001 Bangalore

Feel free to sign up for our "[Business Bavaria](#)" Newsletter & like our [Facebook page](#) to stay current with recent developments in Bavaria.

We're looking forward to assisting you with your expansion plans to Europe.

Your Bavarian U.S. Offices Team



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bavaria



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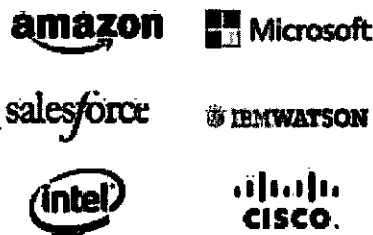
For global giants and smart startups.

"Europe's high-tech Mecca"
Bill Gates, Microsoft

"We looked at different locations in Europe. But in Munich everything comes together: As a location it is very attractive, particularly regarding its environment: universities, research and development institutions plus it has the best talents and creative minds."
Martina Koedentz, IBM

"If you wish to do serious business, you have to start in Munich."
Dr. Wieland Höfelfelder, Google

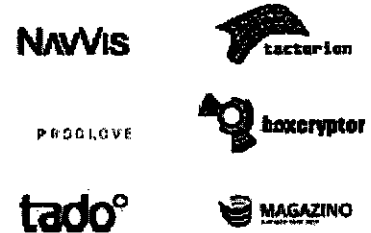
German HQ in Bavaria



Global Players from Bavaria



Startups: Made in Bavaria



and many more!

Why Bavaria?



Robust Economy in the Heart of Europe

€549bn GDP (#7 in the EU)

€179bn export volume
(more than 52% export quota)

2nd highest purchasing power in the EU (€23,843)
(7 of the top 10 wealthiest locations in Germany)

4th highest industrial density in the world
(before US and Japan)

27% of employment in manufacturing
largest federal state in Germany (27,241 mi²)

#1 IT Hub in Europe

home to 40% of Germany's IT companies,
with an annual turnover of €70bn

60,000 companies founded every year

50% of annual investments from SMEs
over 100,000 high-tech startups

On the Cutting Edge: R&D and Top Talent

cluster initiatives with over 5,500
participating companies

20 national research institutions
around 15,000 patent applications each year
(32% of Germany's applications)

9 universities, 24 universities of applied sciences
and more than 320,000 students

Our Service

free, confidential and individually-tailored services from an international team: market analysis - provision of global network - information about tax and legal system and funding programs - ongoing support before, during and after the expansion process - since 1999: over 1,050 completed investment projects, about 35,000 new direct jobs. Find out more at www.bavaria.org

Contact

Bavarian U.S. Offices for Economic Development

388 Market Street, Suite 1050

San Francisco, CA, 94111

(415) 362 1001

sanfrancisco@bavaria.org



Antonia Zivier
Executive Director
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James E. Mister
Manager, Investment & Expansion
jmister@bavaria.org

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www.bavaria.org



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Team 1

From: Antonia.Zierer - Invest in Bavaria
<sanfrancisco@bavaria.org@mail70.atl51.rsgsv.net> on behalf of Antonia Zierer -
Invest in Bavaria <sanfrancisco@bavaria.org>
Sent: Tuesday, May 16, 2017 3:49 PM
To: Team 1
Subject: ONE WEEK LEFT UNTIL "Germany first, America second? Taking the faster route to
market for healthcare companies"

REGISTER NOW

"Germany first, America second?"
Taking the faster route to market for healthcare companies

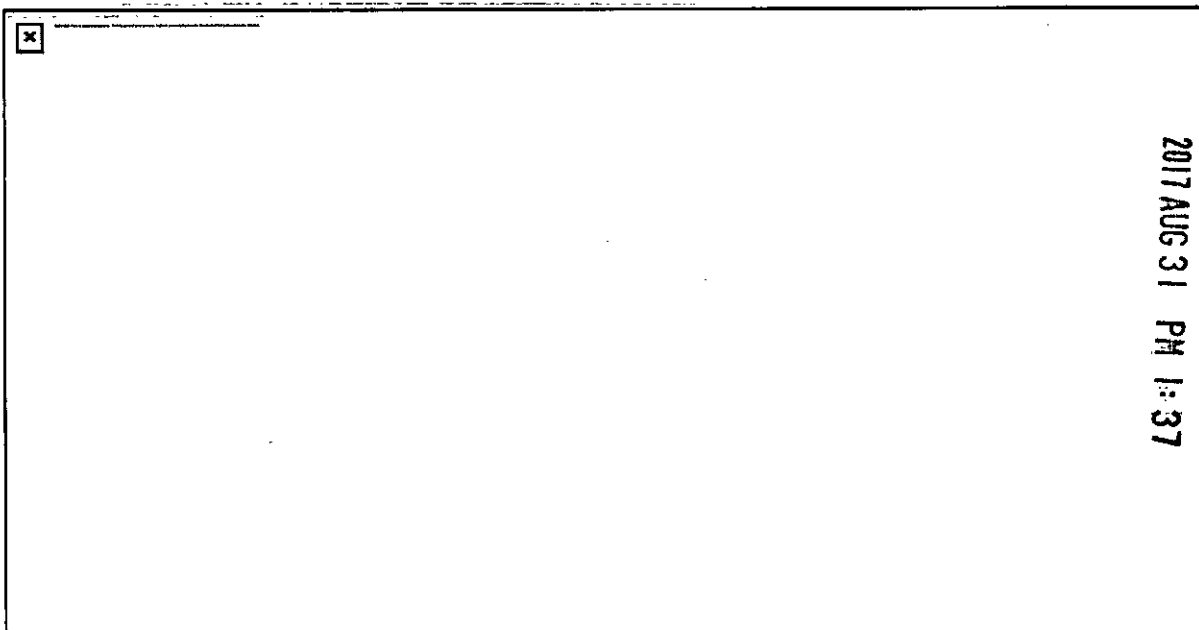
Dear Invest in Bavaria,

Last chance to join us for a panel discussion on how to enter the European market via Germany
as a life sciences company. Learn the key factors to succeed in the German market as a starting
point for further international expansion:

May 23rd, 2017
5:30 pm-8:30 pm

wework Transbay
535 Mission St, 14th floor
San Francisco, CA 94105

[Register here](#)



2017 AUG 31 PM 1:37

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Our experts will discuss what challenges healthcare companies will face, but will also address the rewards that lie in international expansion. What is the best way to set up a company, how do you deal with reimbursement and tax issues? For those in the initial planning phase of expansion there will be a general discussion about the strategic decisions a healthcare company needs to make when entering a new market.

After the panel discussion stay for a little bit less of a 'healthy' happy hour!

We look forward to seeing you there!

Agenda:

5:30 pm - Registration and Networking

6:00 pm - Panel Discussion

Michael Kauch, Kalms Consulting, VP Government Affairs & Public Policy

Felix Hilgert, Senior Associate, Osborne Clarke

Joerg Kemkes, Rueter und Partner, Managing Director

Antonia Zierer, Invest in Bavaria, Executive Director

Moderated by: Marloes van Schaijk, Business Development Specialist, Osborne Clarke

7:00 pm - Q&A

7:30 pm - Happy Hour with appetizers and drinks

If you would like to attend the event

[Register Here](#)

If you have any further questions, please don't hesitate to contact us at sanfrancisco@bavaria.org

Best Regards,

Antonia Zierer

Executive Director

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Business Bavaria
Newsletter

Issue 03 | 2017

NEWS

A new digital hub for Bavaria: e-health expertise in the Nuremberg metropolitan region



The first five hubs in Germany were chosen at the "Nationaler IT Gipfel" (National IT Summit) last year; further sites have now been selected to complete the Digital Hub Initiative. Alongside the Mobility Hub at UnternehmerTUM, which received hub status last year, and the InsurTech Hub in Munich, Europäische Metropolregion Nürnberg (EMN) e.V. has been selected as the official e-health hub.

[» Read more](#)

2017 AUG 31 PM 1:38

NSD/CES/REGISTRATION
UNIT



5 MINUTES WITH ...
 Wolfgang Westermeier,
 Managing Director and co-
 founder of Customized
 Drinks GmbH

Bavaria is famous throughout the world for its drink made of water, malt, yeast and hops. Large breweries in particular sell their beer all over the world. However, the rapidly growing craft beer and homebrewing scene, which places importance on being able to create its beer with a unique taste and more variety, is also developing quickly in the State of Bavaria. The Munich start-up Customized Drinks has also taken advantage of this trend with its brewbarrel product. Our interviewee this time, Wolfgang Westermeier, sells a beer brewing set with his two business partners that anyone can use to brew their own beer at home.
 » [Read more](#)



IN FOCUS
 Spring in Munich – it's all about the FinTech/InsurTech industry

The number of companies in Munich proves it is a strong financial and insurance location. The insurance business in particular has a long tradition here. At the same time the industry is showing that it is prepared for new things and open to developments with which young FinTech and InsurTech start-ups are entering the market. It is not without reason that the federal government recently decided to appoint Munich as the Digital Hub for InsurTech, so that Bavaria is now already setting the third focus as part of the national Digital Hub Initiative, together with the Mobility and E-Health hubs.
 » [Read more](#)



INVESTOR'S CHOICE
 A perfect starting point: from Bavaria out into the world

Bavaria attracts companies from all user industries. It's not just the outstanding initial economic conditions and excellent research landscape that is responsible for this but the smooth-running infrastructure also makes a major contribution to the location being so attractive.
 » [Read more](#)

NUMBER OF THE MONTH: 238.8 billion

238,800,000,000

That's how high the Bavarian high-tech industries' record sales were in Euro in 2016. The sector has grown rapidly at the same time: from 2010 to 2016 sales increased by 18.7 percent. High-tech industries include aircraft and spacecraft construction, mechanical engineering and the manufacture of electronic and optical products.

BAVARIA IN YOUR BRIEFCASE

Bavarian work-life balance: which one of you is going to take off into the air?

When work is over there are some days in the year when I jump onto my bike that I left in front of the office extremely energetically and pedal home just that little bit faster than usual. It's the anticipation that spurs me on. The anticipation that dinner will have to wait for now today and the gap will have to be bridged with a few bananas because today I'm going to lose the ground from under my feet.

[» Read more](#)



WHAT'S UP IN BAVARIA

Find out which upcoming event could be of interest to you.

[» Read more](#)



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Johanna Hebestreit

From: Antonia.Zierer, Invest in Bavaria <sanfrancisco=bavaria.org@mail76.atl51.rsgsv.net>
on behalf of Antonia Zierer, Invest in Bavaria <sanfrancisco@bavaria.org>
Sent: Friday, June 16, 2017 10:53 AM
To: Johanna Hebestreit
Subject: Bavaria - your ideal biotech location! Talk at BIO SD June 21st, 2.15 pm

Bavaria
Your Ideal Biotech Location

Learn more about Bavaria's
Biotech Ecosystem!

Speaker:
Prof. Horst Domdey, CEO BioM

Wednesday, June 21, 2017
2:15 PM - 2:30 PM, Session ID: 22120
Spotlight Theatre: Sails Pavilion

Join us!

Dear Johanna,

Are you attending the BIO SD 2017? Then please join us for a talk on why Bavaria is one of the most interesting and thriving biotech locations in the world by Prof. Horst Domdey, CEO of BioM. Find out about the Bavarian biotech cluster, the biotech company & startup landscape as well as public and vc funding opportunities:

Wednesday, June 21, 2017

NSD/CES/REGISTRATION
UNIT
2017 AUG 31 PM 1:38

2.15 pm - 2.30 pm
Spotlight Theatre: Sails Pavilion
Session ID

For more information please click [here](#).

Prof. Horst Domdey is the scientific director of the Bavarian Genome Network BayGene, since 2011 the coordinator of the Bavarian Center for Molecular Biosystems BioSysNet. He has been cofounder of BIO Deutschland, of the Association of the German BioRegions and of the Council of the European BioRegions (CEBR).

If you are interested in gaining traction in Europe/EMEA, you shouldn't miss this opportunity to find out more about why Bavaria is your best option.

We, Invest in Bavaria West & East Coast Division, would be also more than happy to welcome you at our Booth (Booth number 4507-7) to discuss your opportunities and possible cooperation with the Bavarian biotech scene.

We hope to see you there! If you have any questions or would like more information, don't hesitate to contact us under sanfrancisco@bavaria.org or newyork@bavaria.org.

Servus!

Best regards,

Your Invest in Bavaria Team - U.S. Offices
Bavarian U.S. Offices for Economic Development, LLC

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