

Market entry Germany

Supporting founders to grow their businesses in new markets.

Organized by



Scaling to Germany

Oslo Business Region has teamed up with Canute to enable 8 Oslo-based scaleups for international success in the German market with a three-day program.

↓ Canute group photo from Berlin 2022



Are you a scaleup within the sector of ClimateTech, Urban Development or HealthTech?

Join our market entry program in Berlin if you are ready to scale your business to a new market. Throughout 3 days, you will gain valuable market insights and build a strong network of local experts that will save you months of work and prevent you from making unnecessary mistakes.

Community partners:



150+ scaleups have joined the programs already, these are some of them



What does it take to participate?

01

You are a scaleup within **ClimateTech, Urban Development** or **HealthTech**, ready to scale to Germany.

02

You show **increasing growth**, either in revenue and/or traction.

03

You have launched in the specific market (Germany) maximum 12 months prior to the program, or have a **go-to-market strategy** to enter the market within the upcoming 12 months.



↑ Investor panel from Canute program 2022

Why join?

Accelerate your international market expansion and **make an impact** that extends beyond Nordic borders while connecting with numerous selected local market experts & investors.

Why question go-to-market strategies when you can simply **avoid mistakes** by asking the founders who have done it before you?

Nail your market entry and go from local entrepreneur to international success.

The following subjects will be covered

- 1 Raising Funding from Local Investors
- 2 Legal and Financial Setup
- 3 Recruiting Local Talent
- 4 Market Penetration and Sales workshops
- 5 Learnings from successful Founders
- 6 Overview of Office Options
- 7 Accelerators and other useful networks
- 8 PR and Branding in a Local Context

What does it cost to participate?

Oslo Business Region **covers the program costs** of 15.000 DKK for up to 8 Oslo-based scaleups.

Don't miss out, apply now ➔

Deadline March 15th.

Included

- Full 3-day program
- Up to 2 company representatives
- Lunch on all days
- Dinner on the first night

Excluded

- Flight
- Accommodation

Do you have any questions? Reach out!

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The selected scaleups also get the opportunity to participate at the [hub.berlin conference](#)