

Strasbourg  
Ortenau

Meetings  
Workshops  
Conferences

17/23  
NOV.  
2014

EUROPEAN  
ENTREPRENEUR  
WEEK



An event supported by the Eurodistrict



Strasbourg  
euromptimist



This week has the support  
of the European Union



C&S PHILBERT DOT JAME | www.ebscds.net

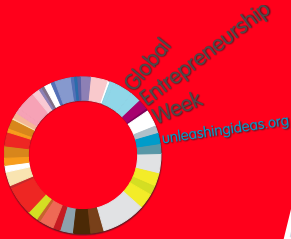


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twitter.com/euromptimist\_eu

www.eurodistrict.eu



Strasbourg  
the europolitimist

*Over the past four years, the European Entrepreneurship Week has established itself as a not-to-be-missed event for entrepreneurs of the Strasbourg-Ortenau Eurodistrict.*

*The Week offers a highly stimulating environment, with a wide range of workshops and events and provides valuable guidance into setting up and acquiring companies. It also offers an important opportunity for key economic players on either side of the border to come together and examine new fields of cooperation which leverage the wide range of benefits offered by the Eurodistrict.*

*There are many complementary features shared between Strasbourg, a city soon to become a Eurometropolis, which will boost its European and cross-border standing, and the Ortenau, with its strong network of medium-sized, export-driven companies. The uniqueness of our binational district allows the European Entrepreneurship Week to stand out from events organised across the 150 countries taking part in the Global Entrepreneurship Week, initiated and coordinated by the American Ewing Marion Kaufmann Foundation.*

*It gives us great pleasure this year to welcome Jonathan Ortman, President of the Global Entrepreneurship Week, who is coming over specially to our Eurodistrict from Washington DC to open the global week and its 25,000 events, which are attended by millions of entrepreneurs worldwide*

*The event will drive and catalyse the energies within the district, and we would like to thank its many entrepreneurs - the flagbearers for the future - and the partners of the Eurodistrict who have come up with a highly attractive programme spanning either side of the border and which include the Urban Community of Strasbourg, the WirtschaftsRegion Ortenau, the French and German Chambers of Commerce, the Caisse des Dépôts, the Universities, Alsace Digitale and Ernst and Young*

*This occasion will allow the Strasbourg-Ortenau district to demonstrate its uniqueness as a European entrepreneurship laboratory.*

**Roland RIES**

*President of the Strasbourg-Ortenau Eurodistrict, Mayor of Strasbourg*



# Monday 17 november

## Opening address

## Promoting entrepreneurship without borders

It gives us great pleasure for the opening of the 2014 European Entrepreneurship Week, to welcome **Jonathan Ortman**, President of the **Global Entrepreneurship Week** and Senior Fellow of the Kauffmann Foundation, on his first visit to France.

For more information : <http://urlz.fr/Sgg>



◆ Location  
**Palais de la Musique et des Congrès - Auditorium Schweitzer**  
Place de Bordeaux  
67000 Strasbourg

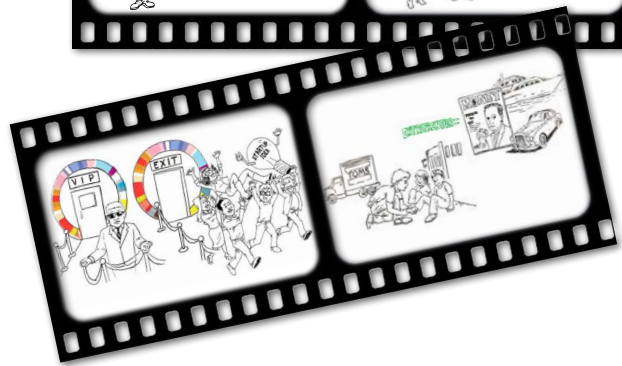
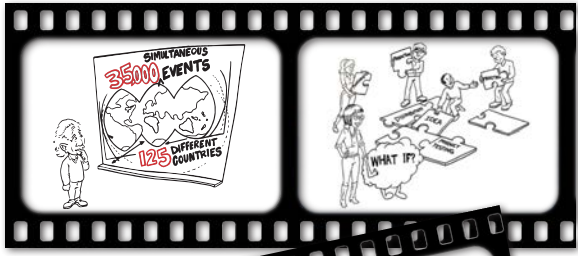
◆ Target public  
**All**  
◆ Time  
**From 10 AM to 12 AM**

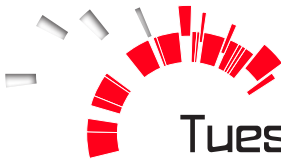
◆ Registration and contact  
**Free entrance**  
**Free registration**  
through the following  
Eventbrite link:  
<http://urlz.fr/Ro7>

◆ Event languages  
**French, English and German**

◆ Organisers  
**Urban Community of Strasbourg - Eurodistrict - CCI - EY Unistra**

Simultaneous translation





Tuesday 18 november

Forum dd

2014 theme : See far, act now

Forum dd is the annual meeting of sustainable development stakeholders, providing a forum for discussion and exchange of ideas between companies, local authorities and associations.

**See far, act now**

In a world where speed of action is a key issue, Forum dd invites you to spend a day finding out about best practices and also what tomorrow holds in store for sustainable development. The forum sets out to help organisations adopt or further a responsible conduct.



- ◆ Location  
**Pôle Formation CCI (CCI training centre) in Strasbourg**
- ◆ Event language  
**French**
- ◆ Target public  
**Professionals interested in sustainable development: companies, local authorities, associations, etc.**
- ◆ Time  
**From 8 AM to 6.30 PM**
- ◆ Registration and contact  
**Online registration on [www.leforumdd.fr](http://www.leforumdd.fr) (as from 18/09)**
- ◆ Organisers  
**Idée Alsace in close cooperation with its partners: CCI Alsace, CUS, ÉS, La Poste, Région Alsace, Réseau GDS, Ademe, Agence de l'Eau Rhin Meuse, Conseil Général du Bas-Rhin, DREAL, Terra Eco**

## Startup creators and young entrepreneurs day

Funding: "How can obtain money?" Followed by an "elevator pitch" for innovation-led companies.



- ◆ Location  
**Industrie- und Handelskammer  
Karlsruhe Lammstraße  
13-17 F-76133  
Karlsruhe**
- ◆ Event language  
**German**
- ◆ Target public  
**Startup creators and young companies**
- ◆ Time  
**From 2.30 PM to 5 PM**
- ◆ Registration and contact  
**Tel.: +49 721 174-138  
[sonja.smasal@karlsruhe.ihk.de](mailto:sonja.smasal@karlsruhe.ihk.de)  
[www.karlsruhe.ihk.de](http://www.karlsruhe.ihk.de)**
- ◆ Organiser  
**KARLSRUHE Chamber of Commerce and Industry**



# Monday 18 november

## “Creating your Start-Up in Alsace”

**Take part in the workshops - Free entry**

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9.30 AM : **The A-Z of how to set up or acquire a business**

9.30 AM : **Management tools for entrepreneurs**

10.30 AM : **Social protection for the self-employed**

10.30 AM : **Employee to entrepreneur – managing the change**

11.30 AM : **Setting up a business – what legal forms are possible?**

11.30 AM : **Funding for your project**

12.30 AM : **Disabled access and statutory requirements for retail businesses**

12.30 AM : **Carrying out your market survey: an essential preliminary step**

1.30 PM : **How to find and keep new customers**

1.30 PM : **Setting up a company in France and doing business in Germany**

2.30 PM : **How to choose the right franchisor**

2.30 PM : **How to become an auto-entrepreneur**

3.30 PM : **Finding the funding to boost your initial capital**

3.30 PM : **Using the Internet**

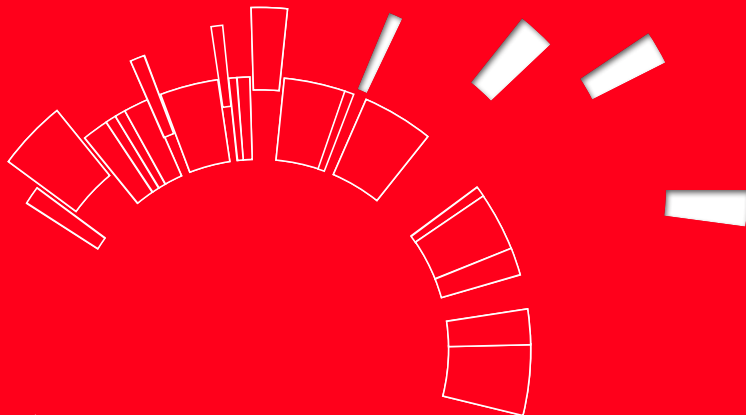
4.30 PM : **Choosing the best legal form**

4.30 PM : **Franchises, it works for them, why not for you?**

5.15 PM : **Crowdfunding**

5.15 PM : **Innovation**





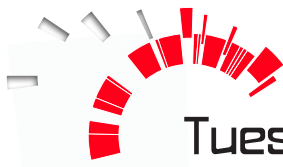
# Exhibition "Creating your Start-Up in Alsace"

The Chamber of Commerce and Industry of Strasbourg and the Bas-Rhin and the Alsace Chamber of Trade, the partner-members of the OCRE network, professionals and funding organisations for business start-ups and acquisitions (lawyers, insurance companies, banks, accountants; sundry organisations and State departments, Industrie und Handelskammer Lahr-Freiburg and other German partners, etc.) will be giving **ADVICE AND INFORMATION** to entrepreneurs seeking to start up or acquire businesses, **UNDER A SINGLE ROOF and ON THE SAME DAY.**

The conference and micro-workshop programme can be viewed on [www.creer-sa-boite-en-alsace.fr](http://www.creer-sa-boite-en-alsace.fr)

- ◆ **Location**  
Palais de la Musique et des Congrès  
Place de Bordeaux  
67000 Strasbourg
- ◆ **Event languages**  
French and German
- ◆ **Target public**  
Entrepreneurs seeking to start up or acquire businesses, Young business leaders, Students
- ◆ **Time**  
Non-stop from 9 AM to 6 PM
- ◆ **Registration and contact**  
Free entry and online registration on [www.creer-sa-boite-en-alsace.fr](http://www.creer-sa-boite-en-alsace.fr)  
or +33 (0)3 90 20 67 68  
or +33 (0)3 88 19 79 28
- ◆ **Organisers**  
Chamber of Commerce and Industry of Strasbourg and the Bas-Rhin (CCI) and the Alsace Chamber of Trade (CMA)





Tuesday 18 november

## Germany – so near, yet so far

There are already some 2500 French companies in Germany.

This is a demanding market and companies have to adapt to its special features and regulations if they want to succeed. The decision to set up in Germany also requires a preliminary analysis.

This event is aimed at entrepreneurs who are looking to break into the German market or who have already set up in the country and who are seeking to establish trust-based, long-term business relationships in Germany.



Rassek - Ehinger & Partner

◆ Location  
**Banque CIC**  
31, rue Jean Wenger-  
Valentin  
F-67000 STRASBOURG

◆ Event language  
**French**

◆ Target public  
**French entrepreneurs**  
interested in investing  
in the German market.

◆ Time  
**From 6 PM to 8.30 PM**

◆ Registration and contact  
**Invitation by**  
**E-mail or by letter**  
with possibility of  
confirming, possibly  
with cut-off date

◆ Organisers  
**Banque CIC, RASSEK,**  
**EHINGER & associés,**  
**OTH Ortenauer**  
**Treuhand GmbH.**

## Entrepreneurship and women" Round-table on the theme "Women and Networks"

Round-table on the theme of networks, to raise women entrepreneurs' awareness of the importance of building up professional networks and to give them the "codes" for making the best use of both physical and virtual networks. The second aim is how to make use of support networks and raising women users' awareness of how to approach them.

An illustrator will join the event at some stage, and drinks will be served at the end.



MINISTÈRE  
DES ORDRES DES FISCALISTES

GRUPE



◆ Location  
**Offices of the**  
**Urban Community**  
**of Strasbourg /**  
**Strasbourg**

◆ Event language  
**French**

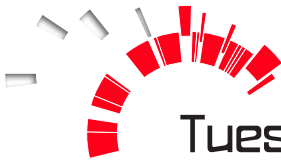
◆ Target public  
**Entrepreneures**  
**and creatives,**  
**representatives of**  
**support networks**

◆ Time  
**7 PM**

◆ Registration and contact  
**By invitation**

◆ Organisers  
**Etat, Caisse**  
**des Dépôts,**  
**CUS, EM**  
**Strasbourg, EDF**





# Tuesday 18 november

## Innovative Start-ups

Information meeting for entrepreneurs.

**Topic : Innovative start-ups**



- ◆ **Location**  
**Technologie Park  
Offenburg  
In der Spöck 10  
D-77656 Offenburg**
- ◆ **Event language**  
**German**
- ◆ **Target public**  
**Entrepreneurs**
- ◆ **Time**  
**From 5 PM to 7 PM**
- ◆ **Registration and contact**  
**IHK Südlicher  
Oberrhein;  
Frau Zademack:  
Petra.zademack@  
freiburg.ihk.de;  
Tel. : 07821/2703-632**
- ◆ **Organisers**  
**EY Franco-German  
team, AHK**



# Wednesday 19 november

## Attractiveness 2014

### Europe - France - Germany - Upper Rhine Regulatory and tax-themed workshops

Presentation of the EY 2014 survey on attractiveness of Europe, Germany, France, with a focus on the Upper Rhine region, and of the survey "German companies in France – economic situation, perceptions and outlook in 2014".  
Theme workshops : acquisitions in France and Germany; Franco-German mobility; subsidiaries of Baden companies in Alsace.



- ◆ **Location**  
**Urban Community of  
Strasbourg - salle des  
Conseils**
- ◆ **Event languages**  
**French and German**
- ◆ **Target public**  
**Companies in Alsace  
and the Baden region,  
organisations +  
Journalists <sup>1</sup>**
- ◆ **Time**  
**From 8.30 AM  
to 12.30 AM**
- ◆ **Registration and contact**  
**By invitation**
- ◆ **Organisers**  
**EY Franco-German  
team, AHK**



<sup>1</sup> Our works « *Unternehmerische Betätigung in Frankreich – 2014/2015* » and « *La pratique des affaires en Allemagne à l'usage des entreprises françaises – 2014/2015* » will be gracefully handed to the participants.





Wednesday 19 november

## Drive the energy transition with the Coopératives d'Activités et d'Emploi

Launch of the first CAE of Alsace for the building industry, open to Eurodistrict entrepreneurs, unveiling of the logo, round-table on energy transition in the construction sector.



- ◆ Location  
**Urban Community of  
Strasbourg  
Administrative Centre  
salle des Conseils**
- ◆ Event language  
**French**

- ◆ Target public  
**Regional partners  
Regional  
entrepreneurs**
- ◆ Time  
**5 PM**

- ◆ Registration and contact  
**Phone registrations  
+33 (0)3 88 44 50 99  
inscription@  
cooproduction.coop**
- ◆ Organisers  
**Coobâtir - Coopératives  
d'Activités et d'Emploi  
(Cooperatives of  
activities and jobs) /  
Co-production**

## Odysées des Entrepreneurs evening

The Odysées des Entrepreneurs (*Business, Crafts, Industry, Services*) is an event organised to spotlight companies awarded prizes in the 2014 Company Start-Up and Acquisition Trophies.

It sets out to highlight entrepreneurs who have successfully started up or acquired businesses and to encourage and showcase corporate start-ups and acquisitions.



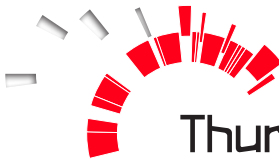
- ◆ Location  
**Salle des fêtes  
Geispolsheim**
- ◆ Event language  
**French**

- ◆ Target public  
**Company  
directors, start-up  
and acquisition  
entrepreneurs,  
business and political  
decision-makers**

- ◆ Registration and contact  
**By invitation only  
Nathalie Weiser,  
nweiser@cm-alsace.fr**
- ◆ Organisers  
**Chamber of Commerce  
and Industry of  
Strasbourg and  
the Bas-Rhin (CCI)  
(c.dubois@strasbourg.  
cci.fr) and the Alsace  
Chamber of Trade  
(CMA) (nweiser@  
cm-alsace.fr)**



- ◆ Time  
**From 6.45 PM  
to 8.30 PM**



Thursday 20 november

## Crossborder Project Cafe Creativity and Innovation in the Eurodistrict

« Pitch your project to your neighbour! »

Meet the talents and explore the possibilities for starting up your project on the other side of the Rhine.

Are you project sponsors, entrepreneurs, students with a busi-ness project waiting to be launched? Do you want to work with your French or German neighbours?



- ◆ Location  
**VILLA SCHMIDT**  
Ludwig-Trick-Str. 12  
D - 77694 Kehl
- ◆ Event languages  
**French and German**
- ◆ Target public  
**Project sponsors,  
Start-up creators,  
Young entrepreneurs**
- ◆ Time  
**From 9 AM to 12 AM**
- ◆ Registration and contact  
**Free entry**  
Mme Lydia TAWREDU  
lydia.tawredu@  
starthop.eu  
+33 (0)7 60 40 25 65
- ◆ Organiser  
**START HOP**

 Simultaneous translation

## Individual entrepreneur conference

« Is it the best structure for your business? »

Conference on the following topics : Review of the legal status; Opportunities and limits of the status; The business plan, financial analysis; The individual entrepreneur - financial, social and tax aspects; Switching to a different status; Common questions, discussions with partners.



- ◆ Location  
**Chambre de Métiers  
d'Alsace Espace  
européen de  
l'entreprise**  
30 avenue de l'Europe  
67300 Schiltigheim
- ◆ Event languages  
**French**
- ◆ Target public  
**Future and  
existing individual  
entrepreneurs**
- ◆ Time  
**From 7 PM to 9 PM**
- ◆ Registration and contact  
**Free registration**  
Nathalie Weiser,  
nweiser@cm-alsace.fr
- ◆ Organiser  
**Alsace Chamber of  
Trade (CMA)**



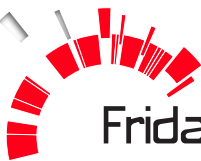


## Thursday 20 november

### Round-table - Meeting the entrepreneurs

The round-table features entrepreneurs talking about how they come up with ideas and how they subsequently launch a start-up, the issues involved, their achievements. A substantial part of the discussions will be given over to questions and answers. The round-table ties in with the Concours Alsace Tech competition for innovation-led companies and gives participants the opportunity to take a close-up look at how to go about becoming an entrepreneur.

- ◆ Location  
**Enges, 1 quai Koch  
Strasbourg  
Access tram C, E and F,  
Gallia station**
- ◆ Event language  
**French**
- ◆ Target public  
**General Public**
- ◆ Time  
**From 5 PM to 6.30 PM**
- ◆ Registration and contact  
**Event open to the public, places subject to availability  
Dominique Becht  
dominique.becht@alsacotech.org  
+33 (0)3 90 41 83 17**
- ◆ Organiser  
**Alsace Tech**



## Friday 21 november

### Conference on the theme

### “Your direct marketing strategy to win new customers”

- 9 AM : coffee
- 9.30 AM : conference on using direct marketing
- 11 AM : guided tour of the mail centre
- 12 AM : lunch

- ◆ Location  
**Centre de tri-postal  
(Mail sorting centre)  
PIC Strasbourg Europe  
in Holtzheim**
- ◆ Event languages  
**French and English**
- ◆ Target public  
**Anyone setting up or  
acquiring a business,  
young companies,  
project sponsors,  
students interested in  
entrepreneurship**
- ◆ Time  
**From 9 AM to 12 AM**
- ◆ Registration and contact  
**Mlle Laura Hoen  
laura.hoen@laposte.fr  
or +33 (0)3 88 52 51 08**
- ◆ Organisers  
**La Poste Solutions  
Business / MédiaPost**





# Friday 21 november

## 1 Day, 1 Entrepreneur, 1 Student

This event is organised to help motivated French and German students find out what it's like to be an entrepreneur, by staying with one for a whole day (*meetings with customers, internal meetings, trade fairs, board meetings, etc.*).

A press conference at the launch of the Start-Up Week-end will be held at the University of Strasbourg on Friday 22 November 2013, at 5 PM, with the organizers, representatives of business leaders and students from either side of the Rhine, along with French and German journalists.



**EY**  
Building a better  
working world



**Hochschule Offenburg**  
University of Applied Sciences

Hochschule für öffentliche  
Verwaltung Kehl  
UNIVERSITY  
OF APPLIED SCIENCES



**EM STRASBOURG**  
BUSINESS SCHOOL



**START  
HOP**

Startup Weekend  
**Strasbourg**



◆ **Location**  
**In participating companies within the Eurodistrict (Alsace - Baden), press conference at the University of Strasbourg at the launch of the Strasbourg Start-Up Week-end**

◆ **Event languages**  
**French and German**

 Simultaneous translation

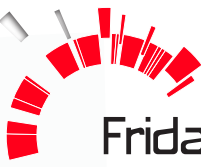
◆ **Target public**  
**French and German students and French and German entrepreneurs seeking to impart their passion for entrepreneurship**

◆ **Time**  
**From 11 AM to 2 PM**

◆ **Registration and contact**  
**Nelly Burgard**  
**[nelly.burgard@ey-avocats.com](mailto:nelly.burgard@ey-avocats.com) for the registration form**

◆ **Organisers**  
**EY in cooperation with Journées de l'Entrepreneur, Eurodistrict Strasbourg-Ortenau, MEDEF Alsace, the Conseillers du Commerce Extérieur (CCE), the University of Strasbourg, Strasbourg Business School (EMS), Bildungsregion Ortenau (BRO), the Offenburg Hochschule, the Kehl Hochschule für öffentliche Verwaltung, Alsace Tech, Start Hop, Startup Weekend Strasbourg**





# Friday 21 november

## Startup Weekend Strasbourg

Startup Weekend Strasbourg : 54h pour lancer une startup ! L'événement commence le vendredi en fin d'après-midi. Chaque personne qui le souhaite pourra présenter son idée devant l'auditoire afin de rassembler une équipe autour de son concept. Pendant les 48h suivantes, les équipes travaillent sur le développement de l'idée dans tous ses aspects (*technique, monétisation, publicitaire...*). Les équipes sont encadrées par des coaches. Le dimanche après-midi, les équipes présentent leurs startups et leurs produits devant un jury composé d'entrepreneurs confirmés et d'investisseurs. De multiples prix utiles pour lancer leurs activités seront offerts aux équipes gagnantes.



- ◆ Location  
**EPITECH**  
4 rue du Dôme  
STRASBOURG
- ◆ Event languages  
**French, German and English**

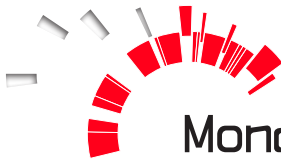


Simultaneous translation

- ◆ Target public  
**Toute personne souhaitant entreprendre, ayant une idée et/ou des compétences (développement, graphisme, management, finances, RH, etc.)**

- ◆ Time  
**Du vendredi 21 novembre fin d'après-midi au dimanche 23 novembre sans interruption.**

- ◆ Registration and contact  
**strasbourg@startupweekend.org**  
**<http://strasbourg.startupweekend.org/alsacotech.org>**  
**+33 (0)3 90 41 83 17**
- ◆ Organisers  
**Startup Weekend, Alsace Digitale, ETENA, EPITECH, NovaBeez**



THE WEEK GOES  
OVERTIME...

Monday 24 november

34<sup>th</sup> Observatoire Alsace Europe

**Alsatian Cratsmen and entrepreneurs in Europe  
Challenges and opportunities beyond national boundaries**

This year's event is dedicated to the challenges and opportunities of Europe for Alsatian craftsmen and entrepreneurs. Local and European experts will debate with the public during two round tables :

- 9:00 - 9:30 : opening of the 34th Observatoire Alsace Europe
- 9:30 - 10:45 : 1<sup>st</sup> round table: European funding to support craftsmen and entrepreneurs
- 11:15 - 13:00 : 2<sup>nd</sup> round table: single market: how to remove obstacles for SMEs?



BUREAU ALSACE

◆ Location  
**Chamber of artisanal  
crafts of Alsace  
Espace européen de  
l'entreprise  
30 avenue de l'Europe  
67300 Schiltigheim**

◆ Event language  
**French**

 Simultaneous translation

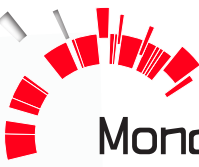
◆ Target public  
**Entrepreneurs and  
craftsmen, professional  
organisations, partners  
of Bureau Alsace**

◆ Time  
**From 9 AM to 1 PM**

◆ Registration and contact  
**Free registration  
required**  
**<http://www.bureau-alsace.eu/actualites/oe-2014/>**

◆ Organisers  
**Bureau ALSace Europe**





Monday 24 november

## Funding for companies and sustainable development

Forum open to companies and project sponsors seeking to find out about funding sources available for setting up or developing companies related to sustainable development.



- ◆ Location  
**Le Vaisseau**  
Rue Philippe Dollinger  
Strasbourg
- ◆ Target public  
**Start-up project**  
sponsors and  
entrepreneurs
- ◆ Registration and contact  
**No registration**  
alsace@adie.org
- ◆ Event language  
**French**
- ◆ Time  
**From 2 PM to 7 PM**
- ◆ Organisers  
**ADIE / In partnership**  
with **EDF and ES**  
Strasbourg

