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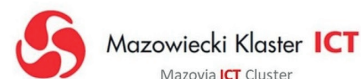
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Partner organisations of the project in Poland



Funded by

Senate Department
for Economics, Energy
and Public Enterprises



European Regional
Development Fund

Project LookOut

Five years of German-Polish cooperation on the market of new technologies.

2014-2019



SIBB

LookOut Poland: German & Polish B2B Contacts

Funded by



Senate Department
for Economics, Energy
and Public Enterprises



go international!



EUROPEAN UNION
European Regional
Development Fund

The internationalisation project of SIBB e.V. - ICT & Digital Business Association Berlin & Brandenburg topped off with impressive numbers of initiatives, delegations, events - and most importantly, established cooperations between Polish and German companies.

Since 2014 the ICT & Digital Business Association of Berlin and Brandenburg (SIBB e.V.) has been supporting the networking of IT companies and technological start-ups from Berlin with the centers of the Polish digital economy in Wroclaw, Krakow, Szczecin and Warsaw with its internationalization project LookOut.

The main goal of the network was to establish long-term and sustainable cooperation with individual regions in Poland, in order to complement the resources of both markets. The exchange of know-how, financing issues, highlighting the versatility of the Berlin metropolitan region combined with human resources, contacts, and the dynamics of the Polish digital economy were at the center of this process.

The LookOut project was funded from 2014 to 2019 by the Berlin Senate Department for Economics, Energy, and Public Enterprises and by the European Regional Development Fund. Thanks to the support of the "Programme for Internationalisation" (Pfl) measures, the project has developed its full potential in recent years to become an active platform for cooperation in the digital economy between Berlin and Poland.

The main pursue of the project was the initiation of business contacts, same as the regular exchange of IT specialists from Berlin and Poland at cross-sector events with various industries (Blockchain, Industry 4.0, Artificial Intelligence, eHealth and MedTech, Sensors and IoT, as well as Human Resources and Talent Scouting).

Over 70 events with a German-Polish audience have taken place in Berlin since 2015. A total of 45 Berlin-based companies participated in 4 successful business delegations to Poland - 7 of them subsequently opened their branches in Poland. Numerous cooperation offers attracted the attention of start-ups from the high-tech sector - the demand for better networking between the two start-up ecosystems was impressive.

5

years
2014-2019

73

events with
a German-Polish
audience
in Berlin

206

companies
took part

7

companies
opened branches
in Poland

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Among others, under the LookOut brand, four editions of the event "Polish Tech Night" took place in the years 2016 to 2018. The aim of the events was to build sustainable bridges across the river Oder, to intensify the ties between start-ups and the digital markets on both sides and to establish an ideal touchpoint in Berlin for start-ups and investors from Poland and Germany. More than one thousand guests attended the events, and over 30 start-ups presented themselves to Berlin investors. Some of the finalists have developed further by establishing contacts to start-up accelerators or investors in Germany. As a result, venture capital from Berlin has opened their representative offices in Warsaw and elsewhere.

The LookOut project regularly presents successful companies from Berlin at Polish conferences. Companies from the digital economy have so far been actively represented at almost 20 events in Wroclaw, Krakow or Warsaw as exhibitors, speakers or participants.

Thanks to the LookOut cooperation, Polish software houses have perceived Berlin as a reliable starting point and have chosen it as a first location for expansion on the German market. Six of them have founded a branch office in Berlin and have also joined SIBB e.V. as members.

The project also accompanied the largest e-commerce event Berlin – the E-Commerce Berlin Expo. It is now considered as a melting pot of online commerce and attracts interested parties from all over Europe who want to develop and expand new ideas for e-commerce and their own business concepts.

In 2019, as part of the new SIBB e.V. initiative - PointOut, companies from Berlin and Warsaw (members of the Mazovian ICT cluster) presented themselves at the SXSW technology festival in Austin (Texas).

SIBB e.V. planned to closely link the activities of the project with the association's ongoing committee work over the entire duration of the project. This will provide additional benefits for all participants of the LookOut project in the future. Fortunately, synergies of the successful German-Polish project can thus be fully exploited further.

Szczecin 12-13.02.2019

4 companies from Berlin
15 companies from Szczecin

Warsaw 15-18.11.2017

15 companies from Berlin
90 companies from Warsaw

Wroclaw 16-18.10.2019

8 companies from Berlin
33 companies from Wroclaw

Krakow 01-03.12.2016

15 companies from Berlin
26 companies from Krakow

