

**SIBB**  
PointOut



**BUSINESS DELEGATION EAST COAST: 29th March – 04th April 2020**  
**Washington D.C. | Philadelphia | NYC Area**



# Preliminary Agenda



EUROPEAN UNION  
European Regional  
Development Fund



go international!

beim Berlin

Senate Department for  
Economics, Energy  
and Public Enterprises

Date and Location	Project PointOut: Business Delegation to the East Coast of the United States – 29.03 – 04.04.2020.
Fairfax County, Virginia  Sunday 29.03.2020	<ul style="list-style-type: none"> <li>Self-organized arrival to Washington D.C. Dulles International Airport.</li> <li>Recommended hotel accommodation in Fairfax County:  <a href="#">DoubleTree by Hilton McLean Tysons</a>            1960 Chain Bridge Road, McLean, Virginia, 22102            (703) 893-2100</li> </ul> <p><b>Evening:</b></p> <ul style="list-style-type: none"> <li>Welcome dinner with partners in Fairfax County (optional).</li> </ul>
Fairfax County – Philadelphia  Monday 30.03.2020	<p>8:00 am Delegation Arrival &amp; Breakfast at <a href="#">FCEDA Offices</a>            8:30 am Welcome &amp; Meet with FCEDA Team            9:00 am Registration &amp; Networking with local business community            9:30 am Presentation by SIBB &amp; Visiting Companies            10:30 am Panel 1 – Cybersecurity            11:30 am Panel 2 – Smart Cities &amp; Mobility            12:30 pm Signing of MOU            12:45 pm Lunch and additional Networking            14:00 pm End of Program Day</p> <p>15:00 pm Organized transfer by bus to Philadelphia (approximately 3hrs) then free time upon arrival.            Recommended hotel accommodation in Philadelphia is to be announced.</p>

Philadelphia

Tuesday  
31.03.2010

**Please bear in your mind that the final agenda for Philadelphia is still in the development process. Our preliminary partners and agenda:**

**eHealth focus:**

- [Quil Health](#): A Digital Health company. Quil is a joint venture by [Independence Blue Cross](#) - Big Philadelphia based Health Insurance Company und [Comcast](#) – a global media, telecommunications and technology conglomerate.
- [Science Center's Digital Health Accelerator](#): Supports Digital Health companies with funding, collaborative workspace, professional mentorship, and introductions to key healthcare stakeholders and investors in the Greater Philadelphia region.
- [Jefferson University](#), Center for Digital Health & Data Science.
- Further Healthcare & Insurance providers in the region.

**Accelerator/Programs:**

- [Comcast Lift labs](#): Program for Start-ups and Entrepreneurs from around the world to work and grow with Comcast in Philadelphia.
- [Philly Start-up Leaders](#).
- [Philadelphia Alliance for Capital and Technologies\(PACT\)](#)
- [Pennovation Works](#) is University of Pennsylvania's center dedicated to innovation. They are undergoing a 70,000 SF expansion and house a range of startup companies that operate in these industries.
- [Joint Venture Partnership Program](#).

**Cybersecurity/IoT**

- [CGI](#) is an IT company that could offer insights about cyber, cloud IT, and a range of other topics.
- [MachineQ](#), a Comcast company - IoT and AI

**Evening:**

Business speed-dating and dinner with local American business partners such as [Select Greater Philadelphia](#), [Science Center](#) and [The City of Philadelphia](#).

<p>Philadelphia – New York City</p> <p>Wednesday 01.04.2020</p>	<p><b>Morning:</b></p> <ul style="list-style-type: none"> <li>• Transfer to New York City by train (approximately 1h20mins). The departure time, train details and recommended hotel accommodation in NYC are to be announced.</li> </ul> <p><b>Noon:</b></p> <ul style="list-style-type: none"> <li>• Lunch at <a href="#">Cornell Island</a>.</li> </ul> <p><b>Afternoon:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Cornell Tech and TATA Innovation Center</a>.</li> <li>• <a href="#">SOSA Cyber Center</a></li> </ul> <p><b>Evening:</b></p> <ul style="list-style-type: none"> <li>• “NYC meets Berlin – Speed Geeking” B2B Networking Event organized by SIBB and local partners at <a href="#">SAP Next-Gen Innovation Space New York</a>. You will get a chance to pitch your product, connect with potential business partners and learn about NYC tech ecosystem.</li> </ul>
<p>New York City</p> <p>Thursday 02.04.2020</p>	<p><b>Morning:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Brooklyn Navy Yard</a> and <a href="#">New Lab</a></li> <li>• <a href="#">Urban Future Lab</a></li> <li>• <a href="#">Rlab</a>.</li> </ul> <p><b>Early Afternoon:</b></p> <ul style="list-style-type: none"> <li>• Lunch at <a href="#">German Accelerator NYC</a>.</li> </ul> <p><b>Afternoon-Evening:</b></p> <ul style="list-style-type: none"> <li>• Free time to discover the city and relax.</li> </ul>
<p>New York City – New Jersey</p> <p>Friday 03.04.2020</p>	<p><b>Morning:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Venture Link</a></li> <li>• <a href="#">The New Jersey Institute of Technology (NJIT)</a></li> <li>• <a href="#">Choose: New Jersey Economic Development Authority</a></li> </ul> <p><b>Early afternoon:</b></p> <ul style="list-style-type: none"> <li>• Boat Trip to Ellis Island and Liberty Statue as a farewell activity.</li> </ul> <p><b>Afternoon:</b></p> <ul style="list-style-type: none"> <li>• Closing remarks and official end of the delegation.</li> </ul>

# Partners



Fairfax County, located minutes from Washington, D.C., boasts one of the most robust and diverse business communities anywhere in the world. Home to thriving businesses ranging from Fortune 500 company headquarters to entrepreneurial startups, employers select Fairfax County for:

- A highly educated, diverse workforce of 595,000 people that's attracting new generations of thinkers.
- A dynamic network of 8,900 technology firms and services (350+ Cyber Security and 150+ Cloud Computing firms), 400+ foreign owned firms and 300 associations
- Strategic access to international airports, Washington, D.C., and the East Coast
- A competitive tax structure. Virginia is ranked 10th lowest corporate tax state and the Commonwealth of Virginia has not raised its corporate income tax rate since 1972.
- Affordable, flexible and attractive real estate options in suburban and new walkable, mixed-use urban environments.
- A multi-modal transportation network including four Metrorail lines with 10 stations in the county.
- Excellent public schools, colleges and universities with a 2.7 billion budget and 92% graduation rate.

The Fairfax County Economic Development Authority helps businesses -- of all sizes, from diverse backgrounds and from all over the world -- thrive with market intelligence, site selection assistance and business investment services. FCEDA also are a liaison to our county and state governments and offer these services free of charge.



- Strategially located between New York City and Washington D.C., Philadelphia is perfectly suited to serve the North East coast which is the most wealthy and densely populated area in the USA.
- Philadelphia offers great opportunities in the Digital Health sector. Corporates like Comcast, Independence Blue Cross and major US hospitals have established a digital health initiative and welcome international companies to participate.
- German companies like SAP or Wirecard have established their US headquarters in the Philadelphia region. This is especially interesting for companies that offer SAP related ERP solutions and want to develop the huge SAP related market in the US.

You can find more Information about the ecosystem [here](#).

## THRIVING TECH INDUSTRY

**Sector Strengths:**  
B2B  
Software-As-A-Service  
EdTech  
Digital Health  
Biotech  
Fintech  
Social Entrepreneurship



5,100  
Tech Companies

25%  
Percentage of New Jobs in Tech

#4  
Best Venture Capital Returns  
(Outranking Boston & San Francisco)

#3 “Startup City” in the U.S.  
Innovation that Matters

#8 in the U.S.  
Ability to Adapt & Take Advantage  
of the Digital Economy

StartupPHL  
City-Backed VC Fund

## NEW JERSEY - A THRIVING TECH CLUSTER

With more than 16,100 tech business establishments and a legacy of innovation, technology companies of all sizes – from global leaders to disruptive start-ups – have discovered New Jersey has the assets and resources they need to develop the technological advances of tomorrow.

From cloud computing to augmented intelligence – from radical new transceiver chip technology to dynamic network infrastructures – New Jersey scientists and engineers are pushing the boundaries of innovation.

In fact, nearly 4,500 patents for advances in electrical computing, digital processing, data systems, information security, semiconductor devices and telecommunications were awarded to New Jersey inventors in 2 years alone, ranking the State among the top 5 innovation states in the U.S. by CompTia.

The number of technology start-ups and new tech business establishments in our State is growing too. Nearly 1,250 new ventures took root in New Jersey, up 21% year over year. Despite its size – the 4th smallest state in the Continental U.S. – New Jersey ranked #5 for net-new tech business establishment growth year over year.



- New York City is an economic powerhouse and the commercial capital of the world. As a global leader in commerce, innovation, diversity, and arts and culture, there is no better place to start, grow, or expand a business. To ensure the city remains a vibrant hub of business, New York City Economic Development Corporation (NYCEDC), on behalf of the City of New York, is making public investments in industries that drive the city's economy, in sectors like technology, life sciences and health care, industrial and manufacturing, and fashion.
- Here's a look at the reasons why Information Technology companies are thriving in the New York City region:  
New York City has 172,693 tech jobs within the 5 boroughs, with a gain of 52,488 tech jobs between 2011-2018.  
New York-based companies closed nearly 1,000 deals valued at a total of about \$9.4 billion in 2017, up from \$1.7 billion in 2008.  
New York City's share of global venture-capital funding has increased over the past decade to 6% in 2017 from 4.6% in 2008.  
With a population of 8.622 million and a labor force of 4.242 million, the city has plenty of potential customers and a highly skilled workforce.
- There are now 7,500 New York-based tech companies—defined as those whose principal business is tech and its applications—fueled by \$38.4 billion of investment in the past five years and supported by accelerators, incubators, meet-ups and universities. The companies employ 120,000 people, 60% more than a decade ago, according to the state comptroller.
- Direct service makes travel easy to more than 400 destinations worldwide via LaGuardia Airport (LGA), John F. Kennedy International Airport (JFK), and nearby Newark Liberty International Airport (EWR). And two major rail transportation centers provide connections to cities across the nation.
- With over 9,000 startups, \$70B in total startup valuations and exits each year, and 100+ accelerators, incubators, and co-working spaces, New York City is the world's second largest tech ecosystem. NYC is home to tech companies such as Slack, Compass, Adobe, Square, Facebook, Twitter, Google, Salesforce, Amazon, Dashlane and TransferWise.



We are looking  
forward to receive  
your application!

Facebook: @SIBBeV

Twitter: @SIBBeV

LinkedIn: SIBB e.V.

XING: SIBB e.V.

Our Events:  
[sibb.de/veranstaltungen](http://sibb.de/veranstaltungen)

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