

Fashion Forward Network

Kick Off Webinar

hosted by Sqetch and the Fashion Council Germany

Instructions for participants:

Please mute your microphone & turn off your camera

Use the chat if you have questions

If you want to be part of the discussion use “raise hands”

During the Q&A session feel free to turn on your camera

Slides will be shared afterwards



BERLIN GOES INTERNATIONAL

Ein Programm der Senatsverwaltung
für Wirtschaft, Energie und Betriebe



**Kofinanziert v
Europäischen**

William Fan by George Nebieridze

Agenda

1. **Welcoming Words** by Marte Hentschel and Scott Lipinski
2. Get to know the **project team**
3. Learn all about the **project**
4. Keynote from network partner
Sebastian Serafin
5. **Ask** us anything
6. **Outlook**

This webinar is hosted by



FASHION
COUNCIL
GERMANY



Sqetch
by Sourcebook GmbH



The Project Team

Fashion Council Germany e.V.



Founded in 2015 on the initiative of national industry experts



Promoting German design as a cultural and economic asset



Essential lobbying work in politics, business and culture



emphasizing the global relevance of German fashion design



Education, sustainability & fashion technology



Fashion Council Germany e.V. is the patron to empower German fashion & design landscape for a visionary, technological and sustainable future in a global market

The Project Team

Sqetch by Sourcebook GmbH



Sqetch offers a **one-stop shop for fashion production.**



Find partners and materials that fit your needs.



Shorten lead times and quantities.



Manage your supply chain in real time.



Have all product and order data in one place.

The Project Team



Sqetch by Sourcebook GmbH

THE SQETCH AGENCY

We partner with fashion businesses, big and small, to provide **scaling**, **sustainability**, and **innovation** pathways through our network and expertise.



Showcases

Promote & exhibit your work and ideas in leading trade fairs and matchmaking events.



Workshops

Collaborative environments to learn, expand and develop your business knowledge base.



Conferences

Discover future solutions, strategies, trends and meet with industry thought leaders.



Consulting

Receive hands-on knowledge for your sustainable development from handpicked industry experts.

Project Key Facts

**Duration:**

2 years (2023 - 2025)

**Target groups:**

Berlin: fashion brands (clothing, shoes, accessories), fashion tech & sustainable innovations (Start- & scale-ups)
US: matching counterparts such as retailers, agents, multiplier organisations & institutions, tech companies

**Aims:**

- Enabling participants to set foot on the market abroad
- Build lasting business partnerships & networks
- Drive competitiveness & internationalization on both markets

**Activities:**

- Webinars & Workshops
- Delegation trips
- Networking Events & Matchmaking
- and much more (online & offline events, fairs)

**Team:**

Marte Hentschel, CEO & Founder (Sqetch)
Maxi Bohn, COO (Sqetch)
Scott Lipinski, CEO (Fashion Council Germany)
Antara Gill, Project Manager (Fashion Council Germany)

**Sponsors:**

A PFI Network project funded by the Berlin Senate Department of Economics, Energy and Public Enterprises and the European Regional Development Fund (ERDF).

Timeline

2023

July

Project Kick Off, sign up call & survey

August

Announcement of participants

September

2 webinars & Go To USA workshop

October

Delegation trip to NYC (15th - 20th)
& 2nd survey

November

Wrap up workshop & webinar

2023

2024

February - June

5 webinars & 3rd survey

July

Delegation trip to Berlin

September

Go To USA workshop

October

Delegation trip to NYC & webinar

November

Wrap up workshop

December

Webinar & final survey

2024

2025

projects end

Keynote

Berlin Business Office



Berlin Business Office, USA

BERLIN



Sebastian Serafin

Deputy Director of the Berlin Business Office
in NYC

(part of the Berlin Senate Department for Economics, Energy and
Public Enterprises)



BERLIN BUSINESS OFFICE, USA

Sebastian Serafin, Deputy Director
Fashion Forward Network – US Market Entry

BERLIN





Berlin Business Office, USA

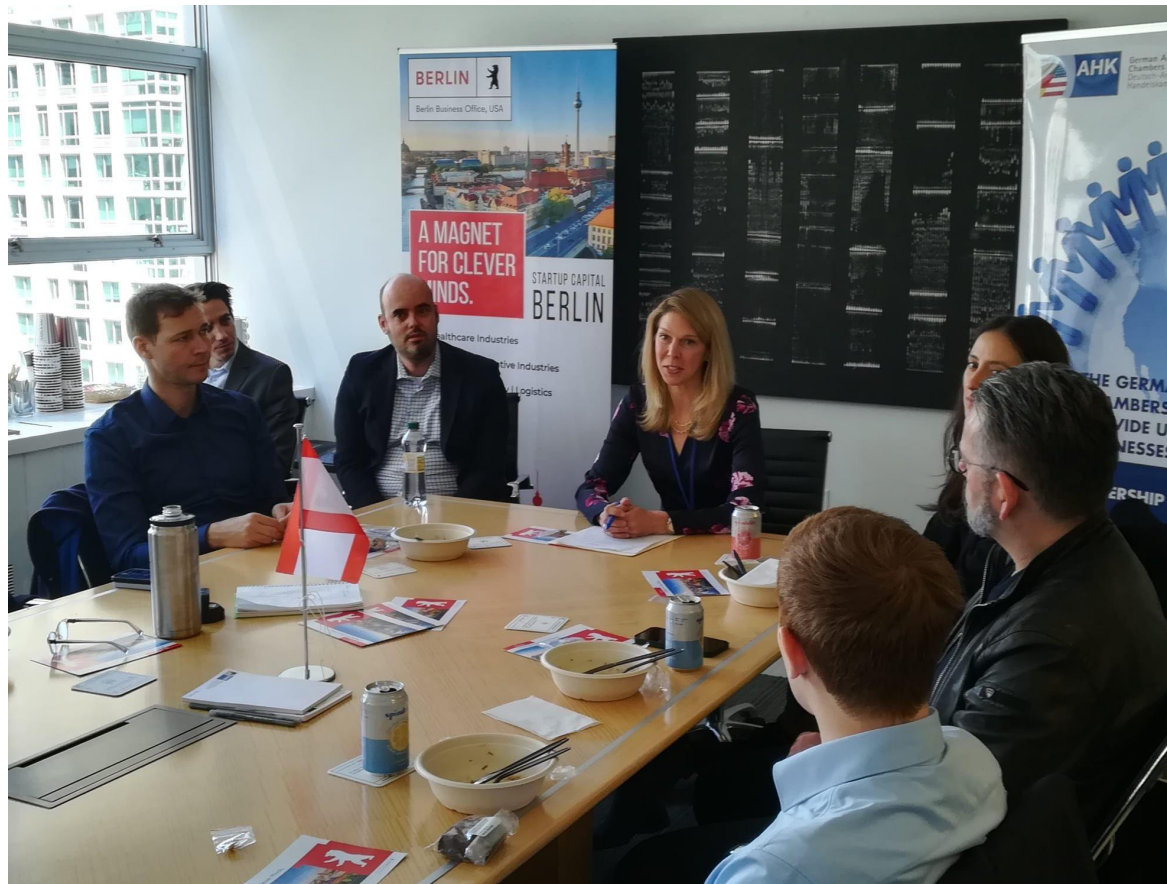
Contact persons



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Practical example of the work of the Berlin Business Office, USA

Providing information for Berlin companies and establishing contacts with local U.S. institutions (for groups as well as in virtual and face-to-face meetings)



Practical example of the work of the Berlin Business Office, USA

Background discussions for science/startup accelerators and contact brokerage for venture capital in the U.S.



Practical example of the work of the Berlin Business Office, USA

Berlin companies in contact with venture capitalists (VC/PE/Business Angels) and US companies for revenues e.g. through contact mediation, but also through e.g. "Made in Berlin" pitching events



Praktisches Beispiel der Arbeit des Berlin Business Office, USA
Positioning Berlin as an investment location through its own events in the USA



Practical example of the work of the Berlin Business Office, USA

Consulting and contact mediation for Berlin network projects

e.g. Urban Impact, PointOut, Urban Innovation, Fin&Tech Leaders, Skytrain etc..



REGION » NORTH AMERICAN'S EPICENTER FOR ADVANCED MOBILITY



es & Workforce Overview

#10 Most Populous Region in the Nation

Detroit Region's Auto Production & Engineering Talent Is Unmatched

Detroit ranks No. 1 in total assembly and automotive manufacturing jobs in the U.S. and maintains one of the lowest turnover rates. In higher education, an increasing number of Michigan universities and colleges are offering courses on electric vehicles, batteries, and clean mobility technology. In 2010, thanks to a \$5 million investment from the U.S. Department of Energy, Wayne State University became the first to introduce a comprehensive electric-drive vehicle engineering curriculum, offering master's, bachelor's, and associate degrees in robust EV focused automotive engineering technology.

Detroit Region - World Class Mobility Cluster

26 OEM VEHICLE MANUFACTURERS
Passenger & Commercial Vehicles with a Presence in Michigan

96 OF THE TOP 100 SUPPLIERS
60 have their North American Headquarters in Michigan

Cavnuu, a startup backed by Google designed specifically for autonomous the state of Michigan to explore a first-in-town Detroit and Ann Arbor with deis is collaborating with all major self-dri signed primarily for connected and a tional transit vehicles, shared mobility,

Detroit & Michigan are Top Locations

Detroit is ranked first in the world for e Startup Genome's 2022 Report, and crease of more than 855% between 2 The Michigan Mobility Funding Platfo lication companies looking to deploy Michigan. Some of the largest mobil: kars' EV Assembly Facility and Ultium i Detroit Assembly Plant (\$2.1 billion inv

Practical example of the work of the Berlin Business Office, USA
Background information on selected regions and industries in the USA



Jun 8

Life Sciences Symposium: Invest in Berlin

Gain exclusive insights into the Berlin/Boston Life Sciences ecosystem and exchange knowledge & best practices with industry professionals.



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Sitzplatzzuweisung

Free ⓘ

Reserve a spot

Practical example of the work of the Berlin Business Office, USA
Positioning Berlin as an investment location through its own events in the USA



Practical example of the work of the Berlin Business Office, USA

Acquisition of leads for possible US settlements, through sourcing, events and company visits. Here: Company-Visit at NVIDIA in California



Practical example of the work of the Berlin Business Office, USA
Establishment of contacts and support for US companies and US representatives in Berlin



2023 GERMAN AMERICAN BUSINESS OUTLOOK (GABO)

German American Chambers of Commerce

Atlanta | Chicago | Detroit | Houston | New York | San Francisco | Washington DC

GERMAN AMERICAN BUSINESS OUTLOOK 2023

FDI IN THE US FROM




Important Figures

- Investment from Germany in the US has more than doubled over the last 100 years
- **5,601 German companies** have a presence in the US
- **\$637 Billion** in total investments
- **885,100 jobs** with around 40% in the manufacturing sector


Kulturelle Unterschiede USA -Deutschland


GERMANY VS USA

Marketing description for engineered goods on the example of a fork



- manufactured with ultra-precision tools
- the pointed tip has an accuracy at the angle of 0.0001°
- the surface is heat treated and resistant to all types of mechanical forces







With this fork,
you can eat
30% faster

Do you agree?

FEATURES VS VALUES

important in 	important in 
<ul style="list-style-type: none">• highlights of all technical capabilities• size, accuracy, dimension, computing power, resolution, etc• German engineering• durability	<ul style="list-style-type: none">• What is the ROI?• How does this product differentiate from the others?• What does it do better?• What's in for the buyer?• Do I get good life cycle management service?

Kulturelle Unterschiede USA -Deutschland

WHAT STEREOTYPES DO AMERICANS 🇺🇸 HAVE OF GERMANS 🇩🇪 IN TERMS OF COMMUNICATION?



- You can't reach them:
- Germans are already on "Feierabend" (6h time difference)
- Germans are on vacation (6 weeks per year) 🍺
- Germans have too many holidays and/or "bridge day"



- If you send them an email:
- you don't get an immediate response like, "Thanks for your email; I'm working on it!"
- You will get a response about six weeks later with a detailed report or hear nothing!

SOLUTION:

German SME companies which want to start to do business in the USA should:

- be coachable
 - Be open to learning new things!
 - Get out of your 🇩🇪 bubble!
 - See things through a different lens!
- have a system matter experts for
 - **US / DE Culture**
 - Business
 - Digital Marketing
 - Tax & Law
 - Workforce Development

Thank you!

Outlook

FASHION >>
FORWARD
NETWORK



Register for participation right after the webinar

Contact us

info@fashionforward.network | office@fashion-council-germany.org | info@sqetch.co

Next steps

Application (deadline: July 25)

Travel booking (August)

Start of Webinars & Workshops (September)

First Delegation trip (October)

News

Join our network via LinkedIn & register for the newsletter



Fashion Forward Network



22 followers

59m • 

An aerial, black and white photograph of the New York City skyline. The Empire State Building is the central focus, standing tall above the surrounding skyscrapers. The city extends to the horizon, with the Hudson River and New Jersey visible in the distance. A dark, semi-transparent horizontal band is superimposed across the middle of the image, containing the text "Ask us anything" in a bright yellow, sans-serif font.

Ask us anything

THANK YOU!



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<http://fashionforward.network>