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## Tel Aviv and Berlin

### Sign Collaboration Agreement to Promote Future Innovation between the Two Cities

Marking 50 years of the official ties between Germany and Israel, this formal signing marks the beginning of significant new developments in the relationship between the two bustling metropolises. Tel Aviv Startup City and the Place To Be Berlin are both cities known for their startup friendly surroundings and infrastructure. It comes naturally that the next step is to enhance the already existing cooperation. Both cities, Hosted by Berlin Partner for Business and Technology and Tel Aviv Global, are excited to launch a new collaboration: a startup exchange program.

The two countries will be offering startups free co-working spaces in both cities, advice on visas, regulations and legal issues around starting up companies in both Israel and Germany will also be made available, as well as one-on-one mentoring assistance for any startup who is interested.

The core of the collaboration between Berlin Partner and Tel Aviv Global includes:

- Exchange of co-working desks at public or private co-working hubs
- Landing support for internationalizing startups.
- Visa support
- Professional advisement
- Connection to each other's startup ecosystems
- Access to pitching and startup events

Berlin offers co-working spaces with partners like T-Labs, Rainmaking Loft or the Betahaus and Tel Aviv offers space at The Library. The companies will get the opportunity to get a free seat in one of mentioned hubs for two till four weeks to test the Berlin or Tel Aviv market and get connected with the scene and its multipliers.

“Berlin and Tel Aviv are both vibrant hotspots for the international startup scene. Startups from Berlin can benefit from the exchange program because they get the opportunity to get in contact with high-innovative companies and investors from Tel Aviv. Startups from Tel Aviv can start their international strategy entering the European market from out of Berlin and get in touch with German industry. If two cities that are so dynamic and full of young people with creative spirit work together – everything is possible“, says Andrea Joras, Managing Director of Berlin Partner for Business and Technology.

“This is a really exciting time for both German and Israeli entrepreneurs and startups,” said Hila Oren, CEO & Founder of Tel Aviv Global. “Tel Aviv is the Startup City of the Startup Nation, and we see a huge amount of foreign companies looking to be part of the amazingly innovative culture we

have here. We're thrilled to sign this agreement with our partners in Berlin and are looking forward to welcoming German entrepreneurs to our nonstop City".

Yesterday Berlin Partner and Tel Aviv Global held a pitch competition and chose the first startup from Tel Aviv who that will be going to Berlin throughout the agreement: Pzartech is a distributed 3D printing service that enables manufacturers to provide end parts, spare part and customized parts, locally to their customers. It enables customers to quickly source end parts and customize the items they purchase.

They won flights to Berlin and a 10-day stay.

"Following a test with a leading Israeli manufacturer, Pzartech is looking forward to work with German manufacturers. We're enthusiastic about spending time in Berlin high-tech ecosystem and hopeful that it will provide us with the opportunity to collaborate with German companies", says Jeremie Brabet-Adonajlo, Co-Founder of Pzartech.

For applications please use this link [www.berlin-partner.de/tel-aviv](http://www.berlin-partner.de/tel-aviv) or <http://www.telavivstartupcity.com/>

### **Berlin Partner for Business and Technology – We're working for growth!**

Business and technology development for companies, investors and scientific institutions in Berlin – that's what Berlin Partner for Business and Technology GmbH offers. A unique public-private partnership, Berlin Partner collaborates with the Berlin State Senate and over 200 companies and scientific institutions dedicated to promoting their city. **Berlin Partners include bpg Berlin Plakat GmbH, Flughafen Berlin Brandenburg GmbH, GreenTec Awards, Immobilien Scout GmbH, IBB Investitionsbank Berlin, Ströer Deutsche Städte Medien GmbH, Vattenfall Europe Wärme GmbH and VIMN GmbH.** Along with these strong partners, Berlin Partner markets the German capital to the world, for example with the successful “*be* Berlin” campaign.

### **Tel Aviv Global**

Tel Aviv Global is a municipal company managed directly under the office of the Mayor of Tel Aviv-Yafo. Its primary efforts are directed toward making the city more accessible to the world and facilitating its quantum leap in the global arena, achieved in cooperation with municipal, national and private partners. The company focuses on three main pillars, which together produce the infrastructure needed for global economic growth. The pillars are: economic development, visit, global communications.

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