



Munich's Business Startup Office



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Startup Consultant***

Business location Munich

- region with one of the highest activity of founders in Germany
- high activity of founders in the field of high-tech
- about **23.000** business registrations per year
- very positive surrounding conditions, e.g. variety of branches („Munich Mix“), infrastructure ...





Activities of the City of Munich



Industrie- und Handelskammer für
München und Oberbayern

startup consulting

financing – Munich Fund

public lands and offices

networking and events



Activities of the chamber of industry and commerce

**e.g. taxation, legal forms, patents,
general terms and conditions,
trademark law, financing, food
law, trade law ...**

**e.g. preparation, planning,
business concept, strategy, taxes,
accountancy, pricing, marketing,
sales, stabilisation, growth ...**



IHK Spezial

startup consulting

specialists departments

seminars and workshops

newsletters and fairs

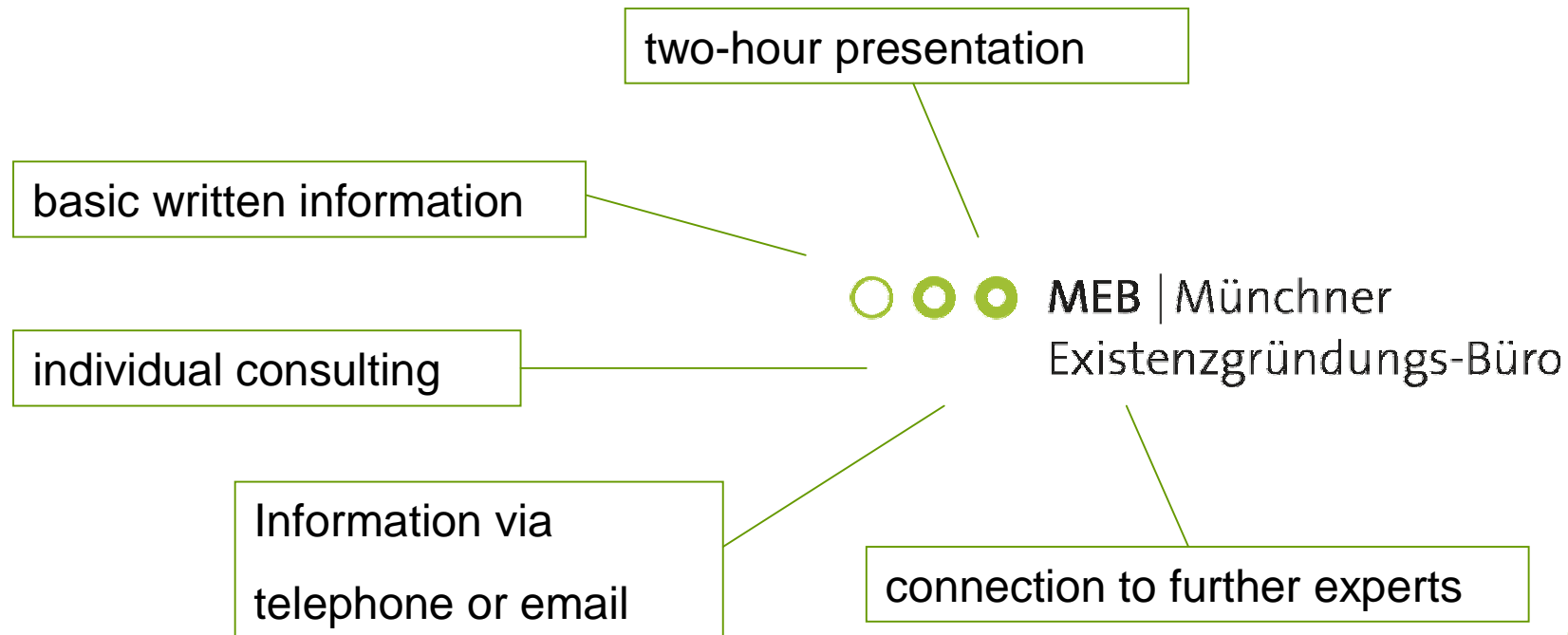
Munich's Business Startup Office



- § inauguration in 1998
- § cooperation of the Department of Labor and Economic Development of the City of Munich and the Chamber of Industry and Commerce of Munich and Upper Bavaria
- § currently 10 startup consultants employed
- § know-how in different founder-relevant areas from one source
- § central city location and customer-oriented opening hours



MEB's assistant to business startups



=> All information and consulting is free of charge!

Information and consulting for founders

- formalities to start a business
- business concept
- legal form and taxation overview
- private and working insurances
- options of public funding and startup grant
- seminars and events
- available public lands and offices



Figures of the MEB

Information and consulting (since 1998)

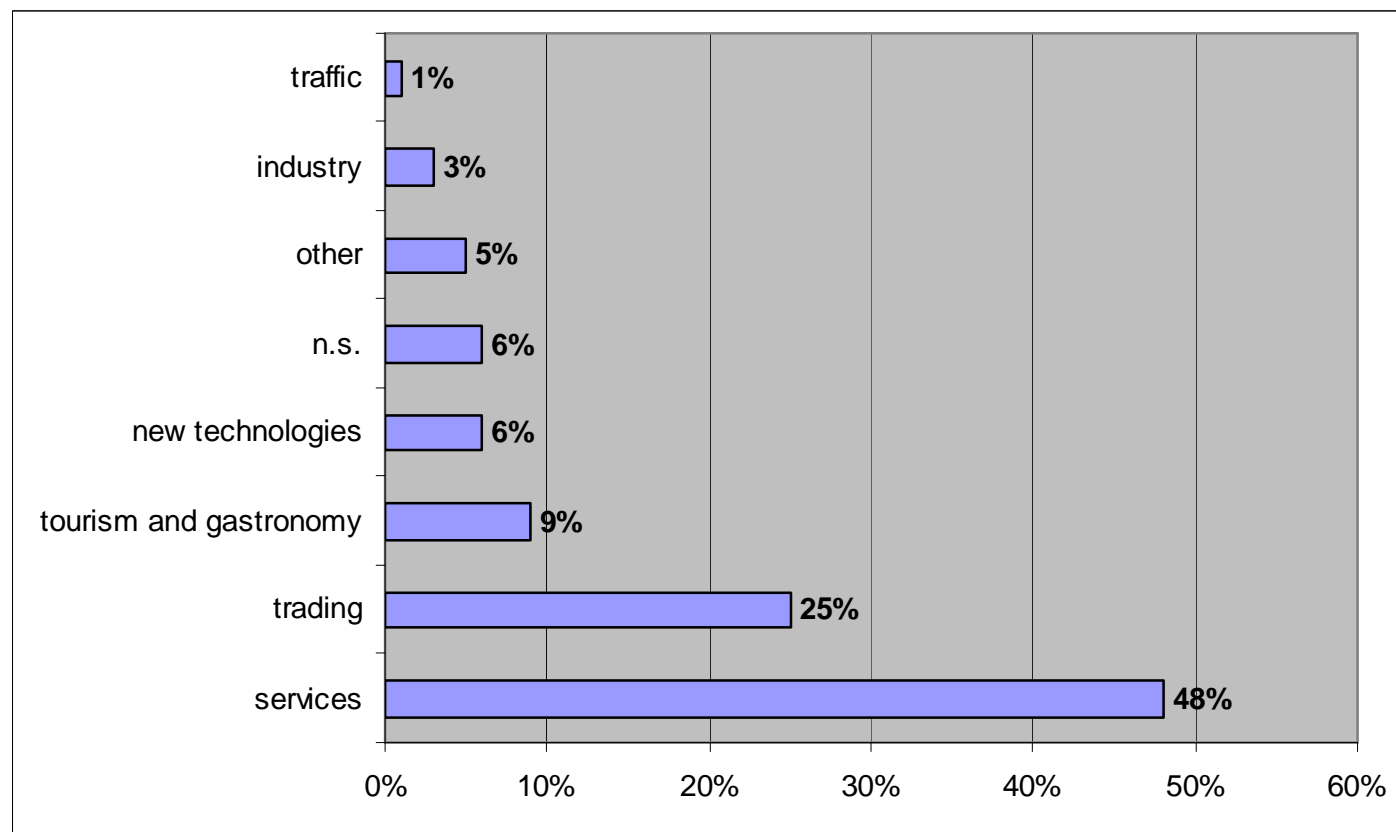
- over 160.000 advices via telephone or internet
- over 35.000 individual consultings

Two-hour presentation (since 7/2009)

- over 2.000 participants

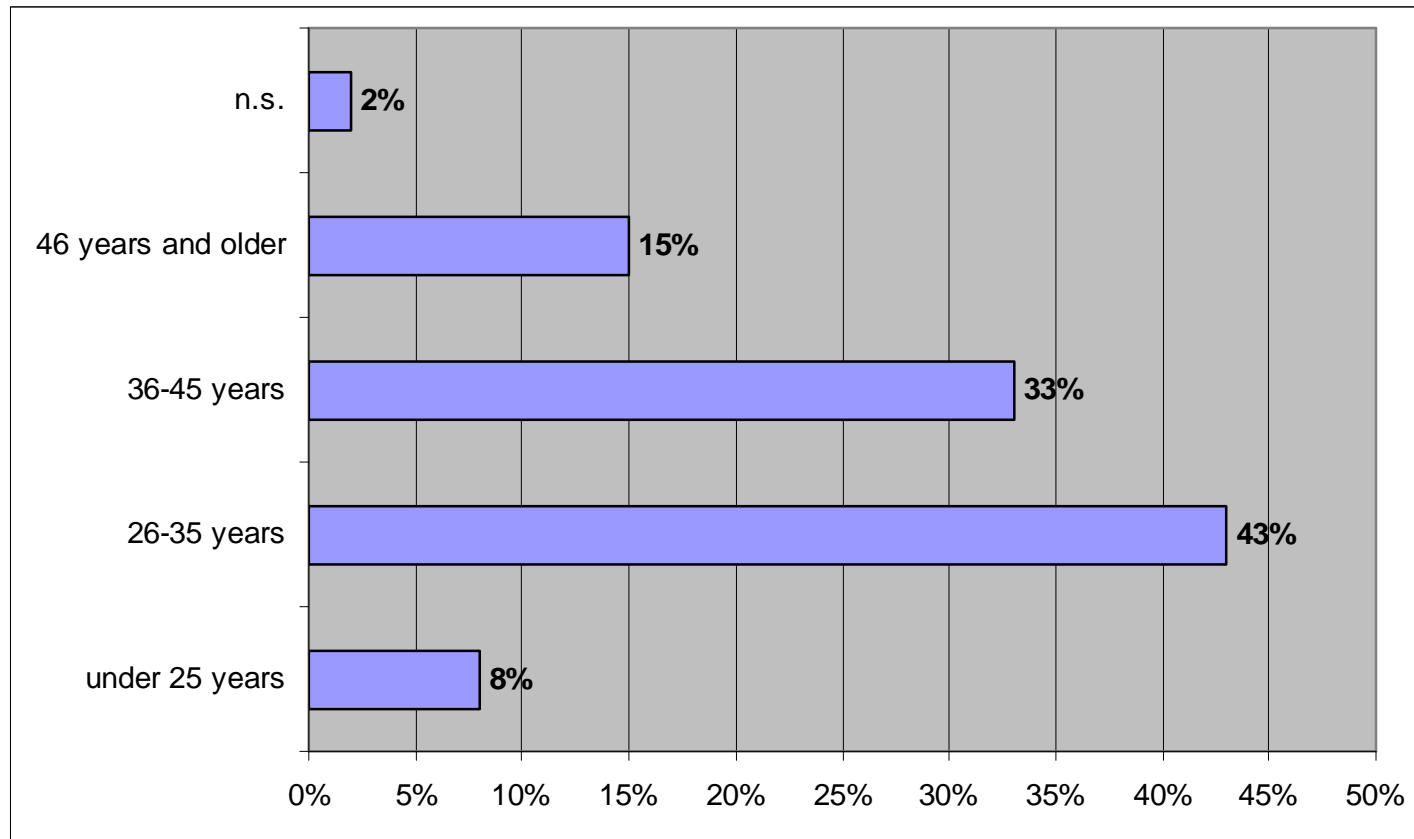


1) *Branches in the MEB (results of the evaluation 2007–2010)*



Results of the evaluation 2007-2010 in the MEB

2) Age of founders



More details about younger people

- § Lack of knowledge about possibilities of consulting (e.g. of the MEB)
- § Less preparation and consulting compared to older founders
- § Young people cannot find the MEB because they use social medias



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More details of the economic activity of migrants in Munich

- § 41,1 % (2005: 29,6%) of the business registrations per year by foreign nationals – number is still increasing
 - § Founders with migration background (and with a German nationality) are not measured at the moment – > foundation rate of migrants is actually higher
 - § 22,39 % of the companies in Munich are managed by foreign entrepreneurs
 - § 18 % of the people employed in Munich work at companies of foreign entrepreneurs
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- ⇒ Companies of migrants are very important for the economic development
 - ⇒ Number of deregistrations of companies of foreign entrepreneurs are higher
 - ⇒ Less preparation and consulting of foreign entrepreneurs
 - ⇒ Lack of knowledge about possibilities of consulting (e.g. of the MEB)

Objectives of the MEB and the City of Munich for the next years

- § Improvement of the social media activities to reach younger people
- § Improvement of the publicity of the MEB for younger people
- § Improvement of the evaluation of the activities of migrants in the MEB
- § Increasing the publicity of the MEB for migrants
- § Development of specific projects and consulting for migrants
- § Specific information events (e.g. two-hour-presentation) for migrants

success

~~risk~~





**Improvement of
Methodologies and Governance
of European Entrepreneurship Network**