



HAMBURG NEXT LEVEL



LAUNCHING STARTUPS ON A GLOBAL MISSION

WE SUPPORT HAMBURG-BASED STARTUPS ON THEIR WAY TO INTERNATIONALISATION

As one of Northern Europe's top foreign trade hubs, Hamburg is the ideal launchpad for your international journey.

Hamburg Next Level supports startups on their journey to internationalization – from market analysis to strategy development and scaling. In expert-led sessions, practical workshops, and exclusive networking opportunities, you'll gain the tools, insights, and contacts needed to expand successfully into new markets.

Whether you're just starting your international journey or refining your go-to-market strategy – we're here to support you every step of the way. **Phase II “Discover” starts now - 1st, 2nd and 15th of July 2025!**

 **APPLY
NOW!**

WHO CAN PARTICIPATE?

- Startups, Scaleups and innovative SME
- Headquartered in Hamburg or the metropolitan region
- Product-market fit in the B2B sector
- Growing sales and reference customers
- Concrete plans for internationalization



APPLY
NOW!

WHY PARTICIPATE?

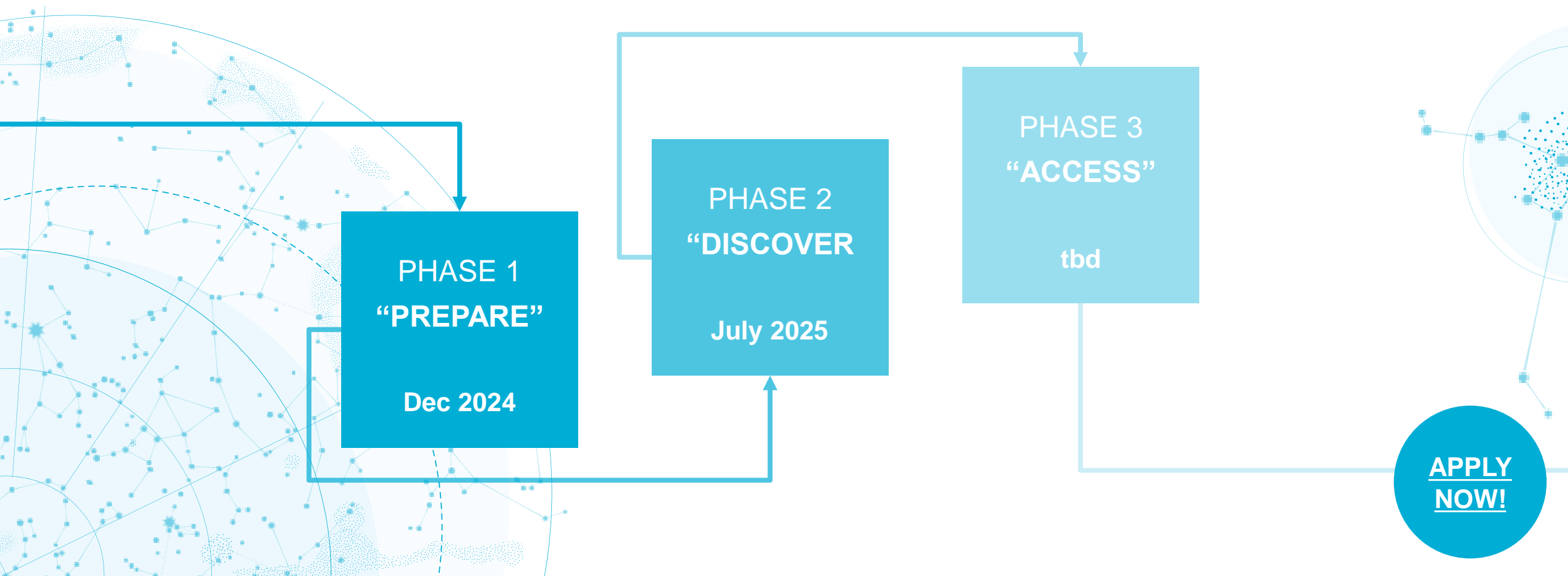
- Gain a full understanding of the international market landscape.
- Check your readiness and receive tailored action recommendations.
- Identify potential target markets that fit your growth strategy.
- Learn Expansion and Market Entry Strategies for you Startup.
- Connect and exchange insights with other startups facing similar challenges.

Take your next step onto the international stage!



APPLY
NOW!

YOUR NEXT STEPS FOR GOING GLOBAL





PREPARE

Get ready for international expansion by mastering key topics, exploring global markets, and crafting a solid entry strategy. Network with peers, learn from best practices, and plan your next steps.

DISCOVER

Find your ideal market and be trained in expansion & market entry strategies. Build connections in your target market and assess the feasibility of your expansion.

ACCESS

Join a delegation trip, pitch to investors, and network with key partners. Get on-site mentoring and attend events to ensure a smooth and successful market entry.

 **APPLY**
NOW!

PHASE 2 „DISCOVER“ – STARTING NOW!

- **Find the right market for your business:** Analyze customer demand, competition and trends to define your target market.
- **Shape your international expansion path:** Explore market opportunities and assess fit for your product or service.
- **Learn from global experts and the AHK network:** Gain targeted insights and connect with key players in your focus markets.
- **Create your market entry strategy:** Develop a hands-on action plan and a scalable roadmap to grow internationally.

● **Phase II will take place on 1st, 2nd and 15th of July 2025.**

 **APPLY
NOW!**

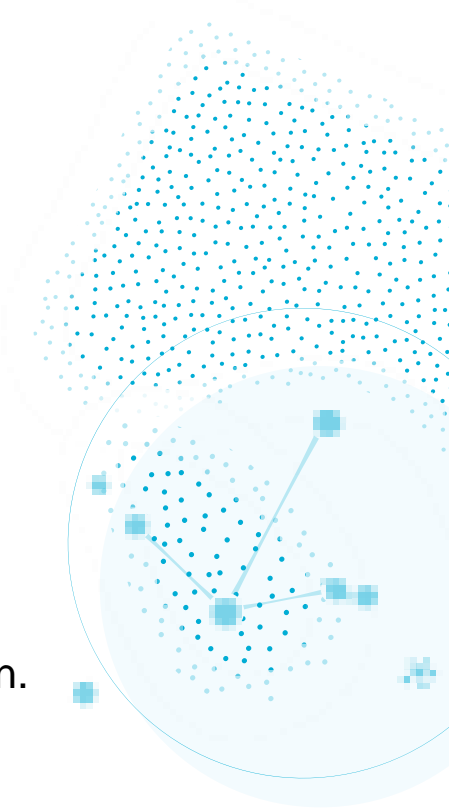
PHASE 2 – PROGRAMME

JULY 1, 2025	JULY 2, 2025	JULY 15, 2025
9:30 – 9:45 Introduction & coffee networking		
9:45 – 11:00 Market Analysis: Tools & Target Market Identification – Part I	9:45 – 10:30 Markets in Focus – Impulses from AHKs	9:45 – 10:30 Expansion Strategies
	10:30 – 10:45 Q&A & Transition	
11 – 12:30 Market Analysis: Tools & Target Market Identification – Part II	11:00 – 16:00 Außenwirtschaftstag	10:30 – 12:30 Lean Market Entry
12:30 – 13:30 Best-Practice over Lunch		12:30 – 13:00 Lunchbreak
13:30 – 14:00 Introduction to AHK Network & Services		13:00 – 14:00 Successful Expansion: Next Steps

The programme will take place at the Hamburg Chamber of Commerce. The programme is subject to change.

HOW TO PARTICIPATE?

- **Online Application:** Complete [the online form](#) by answering a few key questions and uploading your pitch deck.
- **Pitch Deck Requirements:** Your pitch deck should clearly outline your business model, your market strategy, and your international expansion plans. Highlight your readiness for global markets and your competitive advantage.
- **Phased Applications:** Each phase requires a separate application. You can apply for one or more phases, depending on where your startup stands along its journey of internationalization.
- **Flexible Entry:** You can join the program at different phases based on your startup's needs. However, startups that have successfully completed previous phases will be given priority for the next stages if they meet the criteria.
- **Selection Process:** Applications are reviewed based on the international potential of your startup, the clarity of your expansion strategy, and the responses to the application questions.

 **APPLY
NOW!**

MORE INFORMATION? PLEASE CONTACT US!

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