



## Portal: “We start a business in Germany”

Online and offline information and advice on setting up a business



### IQ | GOOD PRACTICE in a nutshell

#### Addressees for Transfer:

Migrants with a start-up idea, advice centres for people interested in starting a business, IQ recognition and qualification advice centres as well as employment agencies and job centres.

#### Internet portal

##### *wir-gruenden-in-deutschland.de:*

The internet portal offers comprehensive information on the requirements needed for self-employment, as well as the necessary qualifications in the respective professional fields and in residency law. It is structured according to target groups (students, refugees, specialists living in Germany and abroad) and accompanies those seeking advice in a number of languages and is accessible during the start-up process. Experienced consultants are available for in-depth advice via email, telephone or “face-to-face”.

#### Project:

Website “We start a business in Germany”

#### Implementing organisation:

Institute for Social Pedagogical Research Mainz e.V. (IQ Competence Centre for Migrant Entrepreneurship) und AAU e. V.

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#### Offer:

Find the website at:  
[www.wir-gruenden-in-deutschland.de/](http://www.wir-gruenden-in-deutschland.de/)  
All previously published IQ Good Practice examples can be found at  
[www.netzwerk-iq.de](http://www.netzwerk-iq.de).

#### Starting point/challenge

More than half of all companies in Germany are founded by people who have a migration background. However, information about the official requirements and the actual steps for founding a company, cannot be obtained from one single source. In order to bring together the relevant information and link it to qualified consulting services, the cooperation of the IQ Competence Centre for Migrant Entrepreneurship and the IQ project “XeneX” of IQ Network Bavaria – MigraNet resulted in the website [www.wir-gruenden-in-deutschland.de](http://www.wir-gruenden-in-deutschland.de).

#### Implementation of the portal

Since 2015, the website has been providing straightforward information about setting up a business in Germany. Multilingualism is a central component for good comprehensibility. The portal offers the diverse content in English, French, Polish, Spanish, Bosnian, Russian, Chinese, Ukrainian, Arabic, Turkish, Persian, Tigrinya and Vietnamese. Additionally, a consulting pool is docked to the portal, which gives those seeking advice the opportunity to openly discuss questions with competent advisors. Currently, ten consultants are active in the consulting pool. Beyond that, [wir-gruenden-in-deutschland.de](http://wir-gruenden-in-deutschland.de) differs from other web pages, in that advice-seekers are guided consistently and accompanied step by step during the process of establishing a business. The website has prepared its information for three groups of people: EU nationals, non-EU nationals, as well as refugees. Within the framework of these divisions, specific information is provided for students, university graduates and professionals living abroad. The portal also links the complex matter of residency law



with questions of founding a business and the requirements for the respective professional field. Both the website and the advice provide detailed information on key questions such as, “Which formal qualifications does self-employment in the respective occupational field require?”, “What are the different categories of self-employment and what do they mean?” and “What is necessary for a business plan?”. The site receives between 1,800 and 2,000 hits per month, with an upward trend. The personal consultations via email, telephone or face-to-face, which have taken place through the webpage, have been received by over 600 people worldwide.

#### Conclusion

The website currently provides information in 14 languages. Simultaneously, it offers a wide range of personal advice. According to the project staff, so far, around ten percent of those advised have set up their own businesses.

# “Combining a variety of requirements”

## About the importance of the holistic approach of “We start a business in Germany”

Migrant entrepreneurs make a significant contribution to economic growth and employment in Germany. The portal [wir-gruenden-in-deutschland.de](http://wir-gruenden-in-deutschland.de) was developed to minimise the obstacles that start-ups face and maximise the accessibility for the target group. The website offers comprehensive information about the demands of self-employment and the necessary qualifications in the respective professional fields. “We want to support people with a migration background on their way to economic independence”, says Dr. Ralf Sanger, co-manager of the project. To achieve this goal, the internet portal takes a holistic approach, as “residency law comes before the business plan”, says Dr. Ralf Sanger with certainty.

This approach combines residency law and the requirements for self-employment. This is important because these two aspects are often inseparable. Especially for people from non-EU countries, this is of great importance. For non-EU-nationals, the challenges of

self-employment lie not only in the official requirements for the particular professional field, such as passing the mastership examination or taking the right steps towards establishing a company. But also regarding the question of whether residency law permits self-employment and what steps are necessary to obtain a permission. Because these areas are often very complex, a “consulting pool” has been set up in which people with many years of experience in start-up consulting, specifically with migrants, can offer in-depth advice if necessary. “There is currently no other information platform that can do all this”, says Dr. Ralf Sanger.



Three questions to Rainer Aliochin, co-project manager of the website [wir-gruenden-in-deutschland.de](http://wir-gruenden-in-deutschland.de) within the IQ Network Bavaria – MigraNet

## “Target group-oriented support in the start-up process”



### Which aspect of [wir-gruenden-in-deutschland.de](http://wir-gruenden-in-deutschland.de) can be described as innovative?

Currently, there is no information platform that breaks down the specific opportunities to the respective target group about self-employment. There are some websites that provide information on setting up a business. [Wir-gruenden-in-deutschland.de](http://wir-gruenden-in-deutschland.de) distinguishes itself by

its ability to identify the relevant target groups consistently, such as students from non-EU countries or specialists abroad, and also providing those targeted with support in the start-up process. This is done online through the website and offline through advisory services. The consulting figures show us that the need is definitely there.

### Is it possible to use the portal nationwide?

The website is less geared at local or regional circumstances, but is

valid nationwide and can therefore be used by all people with a migration background who want to start a company and are self-employed. As it is an online service, content can be used by all target groups regardless of where they live. At the moment, the website is also used for seminars, training courses and lectures for supporting start-ups. The experienced consultants also come from all over Germany.

### Which lasting effects can the internet portal bring about?

Content and languages can be added, on an ongoing basis, depending on the demand. In view of the expected changes in residency law and the changing professional requirements, the service will remain essential in order to ensure that the high volume of information for the various target groups is kept up to date. To ensure that the quality of the advice remains at a high standard in the future, the consultants have agreed by means of a mutual commitment to tackle a joint quality process and to guarantee an inclusive approach to advice.

### Imprint

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### Network IQ

The Network “Integration through Qualification (IQ)” aims at sustainable improvements in the labour market integration of adults with a migration background. The program is funded by the German Federal Ministry of Labour and Social Affairs (BMAS) and the European Social Fund (ESF). Strategic partners in implementing the program are the German Federal Ministry of Education and Research (BMBF) and the Federal Employment Agency (BA).

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