



Learning **EX**pedition for International **EX**pedition LEXIE 2025 Munich - Paris

Supported by Macromedia Community e.V.
Freunde und Förderer der Hochschule Macromedia

The **Macromedia-PSB LEXIE 2025** will take place in Munich and in Paris and is dedicated to students who are involved in an entrepreneurial project which could potentially benefit from being internationalized.

The aim is to accelerate and facilitate the internationalization process, by helping student-entrepreneurs in identifying, creating, and/or exploiting international opportunities. The program includes **workshops** with coaches, but also **business talks** from entrepreneurs, **on-site visits**, and **meetings** with various actors of Paris's and Munich's entrepreneurial ecosystem.

Topics

- Different forms of international entrepreneurship strategies
- Analyzing foreign business environment: culture and institutions
- Market selection & market entry
- Global sustainability and responsibility
- Special Focus: Female entrepreneurship

Munich Session

Thursday, May 29th to Sunday, June 1st

Paris Session

Wednesday, June 11th to Sunday, June 15th

Visit of Viva Technology

In Paris we will visit Viva Technology 25, Europe's biggest startup and tech event.



Important Information

- Each student represents an early-stage project
- All lectures and workshops are held in English
- Traveling and accommodation fees are taken by the Erasmus programme

Deadline for application

April 15th, 2025

For Application

please send **letter of motivation**, **CV** and a **short presentation** of the business idea (max.1 page) → a.hofer@macromedia.de
Prof. Dr. Arthur Hofer,
Head of Commission 'Entrepreneurship'