

PROGRAMME 2022

GlobalConnect

15 November 2022

OPENING

Forum for Exports and Internationalisation

Date: 15 November 2022, 09:30-10:00

Venue: Room 1 - C1.2.2., Messe Stuttgart

You will be greeted by:

- **Dr. Nicole Hoffmeister-Kraut, Member of the Baden-Württemberg State Parliament**
Minister of Economic Affairs, Employment and Tourism of the State of Baden-Württemberg

15 November 2022

BUSINESS CONGRESS

<p>10:00 – 11:00</p> <p>ICS, Room 1 - C1.2.2</p>	<p>Cyberspace in the field of tension between global developments and crises – trends, risks and opportunities for cybersecurity in companies</p> <p>According to the latest status report by the Federal Office for Information Security (BSI) and the European Network and Information Security Agency (ENISA), global threats by cybercriminals are increasing. This development is being driven, for example, by continuous networking and digitalisation, as well as the use of new technologies such as artificial intelligence. Other factors include the shortage of skilled workers and the impacts of global crises such as the COVID-19 pandemic or geopolitical tensions.</p> <p>The session, which is being organised by Baden-Württemberg International (BW_i) and comprises a keynote speech and a panel discussion, will bring together experts from "THE LÄND" and Israel along with representatives from business and science in order to examine the following questions: What international cyber dangers and trends must companies focus on, and what approaches can be used to counter these dangers?</p>
<p>11:00 – 12:30</p> <p>ICS, Room 1 - C1.2.2</p>	<p>Between Berlin and Brussels: What can companies expect from EU supply chain regulation, where are the opportunities and risks?</p> <p>The German Supply Chain Due Diligence Act is intended to provide companies with a clear legal framework for fulfilling human rights due diligence obligations. Despite existing support services, operational implementation presents companies with numerous challenges, making it essential to take this business perspective into account in the current discussions on the planned legislation at the European level. Together, we want to discuss recommendations and demands to the European regulators from a business perspective, from an industry perspective and from the perspective of the Business & Human Rights Helpdesk. In addition, as a supplier, you will learn what demands your customers may make on you and how to deal with them.</p>

Position at 07.11.2022

Subject to changes and errors.

	<p>Participants:</p> <ul style="list-style-type: none"> • Berthold Welling, Managing Director - Legal Affairs Taxes Sustainability, German Chemical Industry Association - VCI Berlin • Vanessa Bachofer, Managing Director Mack & Schneider GmbH • Carolin Seeger, Helpdesk Business and Human Rights, Agency for Business and Development • Matthias Führich, Attorney at Law (Syndikusrechtsanwalt), Chamber of Industry and Commerce Stuttgart Region <p>Afterwards: Supply Chain Due Diligence Act and EU Supply Chain Directive from the Supplier's Perspective - Attorney at Law Dr. Stefan Altenschmidt in Conversation with the Stuttgart Region Chamber of Commerce and Industry</p> <ul style="list-style-type: none"> • Dr. Stefan Altenschmidt, LL.M. (Nottingham), Partner, Luther Rechtsanwaltsgesellschaft mbH • Silke Helmholz, Attorney at Law (In-house Counsel), Chamber of Industry and Commerce Stuttgart Region • Matthias Führich, Attorney at Law (In-house Counsel), Stuttgart Region Chamber of Commerce and Industry • Markus Liller, Team Lead Supplier Management, U.I. Lapp GmbH <p>Moderation: Katharina Göbel, lawyer (in-house lawyer), Head of Brussels Office of Unternehmer Baden-Württemberg - UBW, European and International Social Policy</p> <p>Organiser: Ministry of Economics, Labor and Tourism Baden-Württemberg and IHK Region Stuttgart</p>
<p>13:00 – 14:00</p> <p>ICS, Room 1 - C1.2.2</p>	<p>Podium discussion: "Turning point in foreign trade policy/in global trade?"</p> <p>Global trade is the focal point of public debates on account of different challenges. The podium discussion at Global Connect 2022 will therefore analyse the opportunities and challenges for internationally operating companies. The recent developments in Europe as a result of the impacts of the Russian war of aggression against Ukraine, the developments in the Indo-Pacific region with the conflict between China and Taiwan on the one hand and the trade policy disputes with the USA on the other, globally tense</p>

	<p>supply chains and an ambitious EU trade policy geared towards sustainability criteria represent considerable demands for globally operating companies. What role does European trade policy play and what tasks is it faced with? How can business risks be suitably spread, where could foreign trade measures be specifically implemented, where do future markets lie and where do cooperation partners offer their services?</p> <p>The following podium guests will answer these questions</p> <ul style="list-style-type: none"> • Dr. Nicole Hoffmeister-Kraut, Member of the Baden-Württemberg State Parliament and Minister of Economic Affairs, Employment and Tourism of the State of Baden-Württemberg • Andreas Jung, Member of the German Parliament, Deputy Chairman of the CDU federal party and CDU/CSU spokesman for climate protection and energy • Norman Thatcher Scharpf, Consul General in the US Consulate General in Frankfurt • Christian O. Erbe, Vice President of the Baden-Württemberg Association of Chambers of Commerce and Industry, Managing Shareholder of Erbe Elektromedizin GmbH • Dr. Christine D. Althausen, Ambassador (Skopje) / Retired Consul General (Shanghai) • Andreas Wahsner, Managing Director, MetallArt Treppen GmbH <p>Moderation: Gustav Theile, F.A.Z. Organiser: Baden-Württemberg Ministry of Economic Affairs, Employment and Tourism</p>
<p>14:00 – 15:00</p> <p>ICS, Room 1 - C1.2.2</p>	<p>International success through sustainability - EU requirements</p> <p>Sustainability is becoming a key factor for internationally operating companies: the topic is being increasingly demanded by customers, is verified during financing and is now also anchored in legislation to an increasing extent. But is sustainable management also competitive internationally? How can small and medium-sized enterprises develop successfully under changing (internationally heterogeneous) general conditions? The panel will present success stories and describe what support options are available and what</p>

	<p>conditions apply to internationally operating companies in the area of sustainability.</p> <p>Target markets: worldwide</p> <p>Organisers: Handwerk International Baden-Württemberg / Chamber of Commerce and Industry of the Stuttgart region</p> <p>Speakers: Wolfgang Rosskopf, Alfred Kiess GmbH (Managing Director), To be announced (Concular GmbH), Florina Retzbach-Schmied (Baden-Württemberg Ministry of Economic Affairs, Employment and Tourism)</p> <p>Moderation: Michael Roessler (Handwerk International Baden-Württemberg)</p>
<p>15:00 – 16:00 ICS, Room 1 - C1.2.2</p>	<p>United Kingdom – status quo in trade relations and what will change in 2023 in terms of product authorisations and labelling requirements?</p> <p>Brexit has permanently changed trade relations with the United Kingdom. The CE symbol, for example, will only be accepted in the United Kingdom up until the end of 2022. From 1 January 2023 onwards, only the UKCA label will be accepted for market approval in the United Kingdom. Find out what changed regulations for product approvals and labelling obligations you must prepare for when you launch your products on the market in the United Kingdom. We will also bring you up to date in regard to trade relations and trading conditions.</p> <p>Target market: United Kingdom</p> <p>Organisers: Baden-Württemberg Ministry of Economic Affairs – Rhein-Neckar Chamber of Commerce and Industry</p> <p>Speakers: Bianca Jackisch-Metzler (Baden-Württemberg Ministry of Economic Affairs, Employment and Tourism – economic policy in Europe), Bernhard Schuster (Rhein-Neckar Chamber of Commerce and Industry, Project Manager Enterprise Europe Network)</p>

<p>16:00 – 17:00</p> <p>ICS, Room 1 - C1.2.2</p>	<p>Green Tech made in Baden-Württemberg – What business opportunities are available on international markets?</p> <p>Ambitious ecological objectives can only be attained with the aid of environmental technology and resource efficiency. The demand for "green tech" is therefore increasing in many regions of the world. But what international markets offer attractive prospects for suppliers in Baden-Württemberg? The new study "Internationalisation of the environmental technology industry in Baden-Württemberg" provides guidance in the form of market statistics and industry-specific information. Following the presentation of the study results, a panel discussion will be held in which representatives of internationally active environmental technology companies will talk about their experiences.</p> <p>Target markets: Baden-Württemberg suppliers of environmental and climate protection technologies Organiser: Umwelttechnik BW GmbH</p> <p>Speakers: Jannis Lambert (Project Manager, Prognos AG), Dr. Michael Kuhn (Managing Director, KUHN GmbH Technische Anlagen), Philipp Engelkamp (Managing Director, INERATEC GmbH), Jan-Eric Raschke (Director Public Affairs / Representative Berlin, MANN+HUMMEL International GmbH & Co. KG)</p>
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15 November 2022

AFRICA SUMMIT

<p>10:00 – 10:30</p> <p>ICS, Room 2 - C1.2.1</p>	<p>Opening of the 3rd Africa Summit</p> <ul style="list-style-type: none"> • Opening and welcome by Dr. Nicole Hoffmeister-Kraut, Member of the Baden-Württemberg State Parliament and Minister of Economic Affairs, Employment and Tourism of the State of Baden-Württemberg • Welcome of the political delegation from Kwazulu Natal
<p>10:30 – 11:30</p> <p>ICS, Room 2 - C1.2.1</p>	<p>Sourcing potential of the automotive sector in Africa</p> <p>In the past, supply chains were often only analysed in terms of their optimisation potential. In future, however, far more attention will be paid to social, ecological and sustainable aspects. Both Dr Markus Thill (President Africa Region, Robert Bosch (Pty) Ltd) and Deshan Naidoo (CEO, Microfinish) will describe how the topic of "sustainable sourcing" is implemented in practice in the automotive industry. The Southern African-German Chamber of Commerce and Industry will report, for example, on the experiences with a multi-stage training programme for local companies in regard to the German Act on Corporate Due Diligence Obligations in Supply Chains and sustainable supply chains. Mrs. Caroline Seeger (Helpdesk on Business & Human Rights, Agency for Business and Economic Development) will present the support measures for German companies relating to sustainable supply chains.</p> <ul style="list-style-type: none"> • Welcome and introduction (Moderation: Timo Pleyer) • Presentation of the digital sourcing and matchmaking platform "Go Digital" • Panel discussion <ul style="list-style-type: none"> ○ Timo Pleyer, Head of the Sourcing Competence Centre; Southern African-German Chamber of Commerce and Industry/Delegation of German Industry & Commerce in Ghana ○ Dr. Markus Thill, President Africa Region, Robert Bosch (Pty) Ltd / Vice President, African Association of Automotive Manufacturers ○ Deshan Naidoo, CEO of Microfinish

	<ul style="list-style-type: none"> ○ Carolin Seeger, Helpdesk on Business & Human Rights, Agency for Business and Economic Development ○ Mohamed Larbi Rouis, Managing Director & SVP, LEONI Wiring Systems, Tunisia <ul style="list-style-type: none"> ● Q&A <p>Organisers: Southern African-German Chamber of Commerce and Industry, Germany Trade & Invest (GTAI) & Agency for Business and Economic Development (AWE)</p>
<p>11:30 – 12:30</p> <p>ICS, Room 2 - C1.2.1</p>	<p>Food industry and agriculture</p> <p>The African continent is now home to around 1.3 billion people. This number will double by the year 2050. Against this backdrop, the demand for investments in the areas of food and food processing is increasing continuously. Not least due to various economic crises in different African countries over the last ten years, Covid-19 and the current geopolitical tensions, African countries are very keen to expand their respective food sectors and stimulate the promotion of local production. Special importance is being attached to the traditionally important economic areas of food and agriculture on account of the food shortages caused by the war in Ukraine. For example, around 80 per cent of food in Africa has to be imported on account of some unused dry areas, low productivity and a lack of cooling chains. The resulting demand for investment can lead to promising business opportunities for German companies.</p> <ul style="list-style-type: none"> ● Welcome and introduction (moderation: Dr. Thando Sililo, Project Manager, CCI Network Office Africa) ● presentation of the CCI Network Office Africa ● Panel discussion <ul style="list-style-type: none"> ○ Johannes Wetzel, Director Sales Western Europe, Africa, French Overseas Territories, ANDREAS STIHL AG & Co. KG ○ Dr. Johannes Flosbach, Managing Director, Cormart Nigeria Ltd. (tba) ○ Danilla van Jaarsveldt, Director, Competence Centre for Food and Agriculture, Southern African-German Chamber of Commerce and Industry ○ Katja Pietrzyck, German Federal Agency for Agriculture and Food (BLE) ○ Export Promotion (tba)

	<ul style="list-style-type: none"> • Q&A <p>Organisers: Karlsruhe Chamber of Commerce and Industry, CCI Network Office Africa</p>
<p>12:30 – 13:00</p> <p>ICS, Room 2 - C1.2.1</p>	<p>Keynote speech at midday: China's greatest appetite</p> <ul style="list-style-type: none"> • Dr. Philipp von Carlowitz, Professor for Strategic and International Management, EBS Business School at Reutlingen University
<p>14:00 – 15:00</p> <p>ICS, Room 2 - C1.2.1</p>	<p>Future mobility – innovative solutions from and with Africa</p> <p>This session takes you on a journey to different mobility solutions and show various possibilities for the sustainable transportation of the future - because new mobility is as diverse as the development and business potential of the African regions! On our trip, four emerging start-ups will present their smart and innovative solutions for transporting people and products. We will travel from Rwanda to Tunisia to Nigeria and end in “The Länd”, Germany. Take full advantage of the economic and environmental opportunities presented by smart mobility solutions. The demand in African markets are rising; and so does the need for software, hardware and knowledge transfer. The end of our journey will be your starting point for business collaboration with dynamic and success-driven African companies. The overarching question that is guiding us throughout the session is: How can companies position their expertise to access growth markets and turn ideas into sustainable businesses?</p> <ul style="list-style-type: none"> • Status Quo & Outlook: Knowing where you stand and go in East Africa <ul style="list-style-type: none"> ○ Topic: Status Quo & Strategic Outlook for East Africa ○ Speaker: Dave Coffey, CEO African Association of Automotive Manufacturers (AAAM) • Pitch 1: Moving the Last Mile in Northern Africa <ul style="list-style-type: none"> ○ Topic: Last –mile Delivery for Logistics ○ Speaker: Siala Boubaker, Founder & CEO Bako Motors • Pitch 2: Innovative Ways to Commute in West Africa <ul style="list-style-type: none"> ○ Topic: Public Transportation ○ Speaker: Dayo Olujekun, CEO Staffbus ○ Pitch 3: Combining Economy and Ecology in Southern Germany <ul style="list-style-type: none"> ○ Topic: Pushing Sustainability Commercial Vehicles

	<ul style="list-style-type: none"> ○ Speaker: Sascha Koberstaedt, Founder & CEO EVUM Motors ○ Outlook: Building Bridges between German and African Solutions <ul style="list-style-type: none"> ○ Topic: Chances & Challenges ○ Speaker: Nicolas Böhmer, bmrboehmer <p>Discussion and Q&A: Quo Vadis Future Mobility?</p> <ul style="list-style-type: none"> ○ How to Unlock the Potential of Regional Technology Providers? How and Why German Technology Providers and African Start-ups Can Cooperate for Future Mobility Solutions? <p>Organisers: Reutlingen Chamber of Commerce and Industry, and the German-African Business Association</p>
<p>15:00 – 15:30 ICS, Room 2 - C1.2.1</p>	<p>Energy partnership with Africa LNG, hydrogen, solar, wind – will Germany's energy transformation only succeed with Africa?</p> <ul style="list-style-type: none"> ● Prof. Dr. Stefan Liebing, President of the German-African Business Association <p>Organiser: German-African Business Association</p>
<p>15:30 – 16:30 ICS, Room 2 - C1.2.1</p>	<p>Building Future Markets</p> <p>With its young burgeoning population, dynamic markets and great innovation potential, Africa is a highly promising future market. German companies can still establish themselves there with their competencies and products, and open up new markets. However, a large number of companies regularly report that the difficulties with financing and insurance options for their African exports and investments - not least on account of the lack of foreign currency in many African countries – are some of the biggest risks in extending their activities in Africa.</p> <p>The German federal government has recognised this need. In the last ten years it has increased the number of insurance and promotion instruments, and created a new network of central and decentral contact structures. For example the Agency for Business and Economic Development (AWE), and the local Chambers of Commerce and Industry (CCIs).</p> <p>With the 3rd Africa Business Summit during the "Global Connect" trade fair, the Baden-Württemberg State Government is aiming to</p>

familiarise entrepreneurs from the region with the African continent.

During the panel discussion business examples will be used to show how companies can use selected promotion and financing opportunities in foreign trade promotion and development cooperation in order to specifically develop and open up future markets in Africa. Consultants from the Agency for Business and Economic Development (AWE) and the Chamber of Commerce and Industry of the Stuttgart region will be available for discussions afterwards.

- Introduction: Thomas Bittner, Chamber of Commerce and Industry of the Stuttgart region, and Bastian Geyer, German Agency for International Cooperation (GIZ)
- Consultancy vouchers, network and successes: Claudia Feyzi Shandi, Africa Business Network
- Export credit guarantees: Dr. Philipp H. Laass, Euler Hermes
- Practical examples:
 - Market Opening Project: N.N., KTI-Plersch Kältetechnik GmbH, Balzheim
 - develoPPP: Classic: Andreas Rehner, Drägerwerk AG & Co. KGaA, Lübeck
 - Africa Connect: Wolfram Schnelle, Gemüsering Stuttgart GmbH, Stuttgart
- WRAP-UP: Amir Alizadeh, IHK Ulm
- Q & A

Organisers: Agency for Business and Economic Development (AWE), and the Chamber of Commerce and Industry of the Stuttgart region

<p>16:30 – 17:30</p> <p>ICS, Room 2 - C1.2.1</p>	<p>HUB EAST AFRICA: YOUNG – DYNAMIC – INNOVATIVE (Business Representative Office of the State Baden-Württemberg in East Africa)</p> <p>Especially in difficult times such as those in which the world now finds itself, innovations are essential to handle resources sustainably and keep pace with an increasingly digitalised world. As one of the world's fastest growing regions, Africa is faced with enormous political, economic and social challenges in order to ensure health care, food security and e-governance. How is our neighbouring continent coping with these challenges and what connection opportunities are available there for companies from Baden-Württemberg? The topics of sustainability, food, digital health and reforms will be addressed in the context of innovation during 45 minutes and a 7-minute-long opening speech.</p> <ul style="list-style-type: none"> • WELCOME & MODERATION: Estifanos Samuel, Business representative of the State of Baden-Württemberg in East Africa • KEYNOTE(VIRTUAL): Selam A. Kebede, Principal, antler Venture Capital and Private Equity, Nairobi, East Africa • PITCH 1: Your Last mile Partner <ul style="list-style-type: none"> ○ Company: Digital Mobile Africa ○ Speaker: Rob Madziva, CEO and Co-Founder, Dar es Salam, Tanzania • PITCH 2: Femtech meets Africa <ul style="list-style-type: none"> ○ Company: YeneHealth ○ Speaker: Kidist Tesfaye, CEO and Co-Founder, Addis Ababa, Ethiopia • PITCH 3: Modernizing the account receivable finance operations in Africa <ul style="list-style-type: none"> ○ Company: Churpy ○ Speaker: John Kiptum, CEO and Co-Founder, Nairobi, Kenya • PITCH 4: PayingTone – A digital micro-credit for essential goods and services <ul style="list-style-type: none"> ○ Company: Paying Tone ○ Speaker: Ignace Turatsinze, CEO and Co-Founder, Kigali, Ruanda <p>Moderation: Estifanos Samuel, Baden-Württemberg Regional Office for East Africa</p>
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15 November 2022

EXHIBITION AND SPEAKER'S CORNER

<p>09:00 – 09:30, 10:30 – 11:00, 12:00 – 14:00,</p> <p>Speaker's Corner</p>	<p>Inspiration, networking & coffee break</p>
<p>11:00 – 12:00</p> <p>Speaker's Corner</p>	<p>"Meet the world" International business representatives and German Centres</p> <p>The state of Baden-Württemberg is represented in strategically important target markets with its own business representations and foreign offices. Their aim is to support companies in particular as they enter new markets and deal with specific questions or problems.</p> <p>Under the motto "Meet the World", you will have the opportunity to get in touch with them. Get first-hand information, experience from experts on the ground and make personal contacts with our representatives informally and without an appointment.</p>

09:30 – 17:00 ICS foyer	edubiz Conference Empirical reports by companies 09:30 – 10:00 Warm-up: International Talents – welcome! 14.00 Keynotes speeches & analyses 14:00 – 14:30 Uhr Recruitment abroad – potential and limits 14:30 - 15:00 Universities: talents and skills for internationalisation 15:00 - 15:30 Industrial qualification abroad: digital knowledge transfer 15:30 - 16:00 Capacity building abroad – cooperation agreements with universities 16:00 – 16:45 GlobalMinds and talents: entrepreneurs in dialogue
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15 November 2022

CONFERENCES

<p>10:30 – 13:00</p> <p>Room C6.1</p>	<p>Eastern Europe Forum</p> <p>Like no other crisis before, the Russian war of aggression against Ukraine also threatens our coexistence in Europe. Only if the countries of Europe work together, the challenges of these times can be mastered. The countries of Eastern and South-Eastern Europe are playing a key role for the European economy.</p> <p>At the Eastern Europe Forum, experts from the fields of business, administration and politics will come together to discuss topics that are on everyone's minds, such as new market potential, opportunities for nearshoring, energy security and resilient supply chains.</p> <p>Following the panel discussion, the networking event with small catering will offer additional opportunities to exchange ideas, deepen existing contacts and establish new ones.</p> <p>10:00 a.m. Welcome</p> <ul style="list-style-type: none"> • Johannes Jung, Head of the Department of Strategy, Law, Foreign Trade and Europe in the Ministry of Economics, Labour and Tourism Baden-Württemberg <p>10:05 a.m. Introduction</p> <ul style="list-style-type: none"> • What are the challenges of a new beginning after the Russian war of aggression against Ukraine? A report from the middle of the "Zeitenwende". • Dmytro Shevchenko, Consul at the Consulate General of Ukraine in Munich <p>10:10 a.m. Impulse</p> <ul style="list-style-type: none"> • How can Baden-Württemberg's economy be a good partner for Eastern Europe? • Prof. Dr. Rainer Lindner, Chairman of the Executive Board of the Heine+Beisswenger Group <p>10:20 a.m. Panel: "Supply chains and value chains"</p>
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- How can Eastern, South Eastern Europe and Baden-Württemberg benefit from each other?
- Philipp Haußmann, Spokesman of the Board of Ernst Klett Aktiengesellschaft and Member of the Board of the Ost-Ausschuss
- Dr. Ewa Łabno-Fałęcka, Head of Corporate Communication & External Affairs, Mercedes-Benz Manufacturing Poland
- Prof. Dr. Rainer Lindner, Chairman of the Executive Board of the Heine+Beisswenger Group
- Olga Trofymova, PhD, President of CMC-Ukraine, Director of Internationalisation of Ukrainian Cluster Alliance
- Dr. Gerd Meier zu Köcker, RegioClusterAgency for Innovation and Transformation in Baden-Württemberg

11:00 a.m. Coffee break

11:15 a.m. Impulse

- Case study Bulgaria - How is an Eastern European country adjusting to the current crisis?
- Dragomir Dimitrov, Consul General of the Republic of Bulgaria in Munich

11:25 a.m. Panel: "Energy Security and Energy Dependence"

- Prospects for Future Cooperation with Eastern and South-Eastern Europe
- Philipp Haußmann, Spokesman of the Board of Ernst Klett Aktiengesellschaft and Member of the Board of the Ost-Ausschuss
- Dr. Ewa Łabno-Fałęcka, Head of Corporate Communication & External Affairs, Mercedes-Benz Manufacturing Poland
- Prof. Dr. Rainer Lindner, Chairman of the Executive Board of the Heine+Beisswenger Group
- Olga Trofymova, PhD, President of CMC-Ukraine, Director of Internationalisation of Ukrainian Cluster Alliance
- Johannes Jung, Head of the Department of Strategy, Law, Foreign Trade and Europe in the Ministry of Economics, Labour and Tourism Baden-Württemberg

12:00 p.m. Pitch Sessions

- With the Eastern and South-Eastern European countries represented with a stand at GlobalConnect

	<p>12:10 p.m Networking and catering</p> <p>1:00 p.m. End</p> <p>Target market: Eastern and South-Eastern Europe</p> <p>Organiser: Ministry of Economics, Labour and Tourism Baden-Württemberg</p> <p>Moderation: Dr. Andrea Despot, CEO Chair of the Board of Directors Foundation Remembrance, Responsibility and Future</p>
<p>9:30 – 17:00</p> <p>Room 7.2/3</p>	<p>Baden-Württemberg Customs Forum*</p> <p>There are events during the year which export and import managers cannot afford to miss in the interest of their company and their own career development. The annual "Baden-Württemberg" Customs Forum is one such event since it is highly suitable for updating one's knowledge. There is hardly any need to provide managers involved in foreign trade with up-to-date and assured knowledge in international business. In operational reality, however, time pressure and workload make continuous and systematic advanced training more difficult.</p> <p>Target markets: Export and import managers, specialist and managerial staff in international sales</p> <p>Organiser: IHK-Exportakademie GmbH</p> <p>*Participation subject to a charge</p>
<p>10:00 – 13:00</p> <p>Room C5.2+3</p>	<p>USA Business Conference*</p> <p>This three-hour Conference will focus on the current economic developments in the USA and the challenges for German companies.</p> <p>This year's focal points will be the following topics: "Biden's billions - opportunities for German industry", "Business culture in the USA", "Legal aspects of sales in the USA", and "Choice of location in the USA".</p> <p>The speakers will give reports from the field during talks and the podium discussion. The speakers hold management positions in</p>

Germany and the USA, and will provide valuable tips for successful marketing in economically turbulent times.

10:00 Welcome

- Dr. Juliane von Bülow, CEO BetterSchool! Internatsberatung GmbH, Chairwoman of the Foreign Trade Committee of the Stuttgart Region Chamber of Commerce and Industry
- Norman Thatcher Scharpf, US Consul General in Frankfurt

10:15 Keynote speech: Where will the journey lead to? Market opportunities under Biden for companies from Baden-Württemberg

- Robert Matschoss, Germany Trade & Invest (GTAI)

10:35 Panel: The USA - challenging market in turbulent times with great potential

- Dr. Christoph Schemionek, German-American Chambers of Commerce, Washington office
- Tilman Bender, TH Bender & Partner
- Ralph Heckmann, Team Technik GmbH
- Professor Gerhard Wegen, American Chamber of Commerce in Germany (AMCHAM)

11:20 Talk: Setting the sails correctly – how to successfully launch products on the American market

- Tarter Krinsky & Drogin LLP, New York

11:50 Workshop: Getting things done – the underestimated connection between success and culture

- Hagen Glatzle, Chatterbird

12:20 Talk: Where to in the States? Guide to the ideal production site

- Matthias Beier, Transatlantic Business and Investment Council (TBIC), Berlin

12:50 Q&A session

	<p>Target market: USA Organiser: Chamber of Commerce and Industry of the Stuttgart region</p> <p>*Participation subject to a charge</p>
<p>11:00 – 12:00</p> <p>Room C4.3</p>	<p>IFZA Dubai – Facilitating Your Access to Global Markets</p> <p>IFZA Free Zone Dubai is one of the most dynamic free zones in Dubai. It offers local and international companies and investors the ideal platform to take advantage of Dubai's benefits with a company incorporation and residency visas. These include: easy, fast and cost-effective company formation, customer-friendly service culture in multiple languages, Dubai's geographic location and infrastructure, unique and international lifestyle, and a tax-friendly environment. Entrepreneurs and employees at IFZA also benefit from flexible office solutions and other real estate products located in the new IFZA Business Park.</p> <p>Target markets: German-European companies wishing to establish a company in the UAE, as well as law firms and consultancies offering support and various services regarding company establishment in the UAE.</p> <p>Organiser: IFZA Free Zone Dubai</p>
<p>10:00 – 12:00</p> <p>Room C5.1</p>	<p>The 4 pillars of export control – How to successfully manage export control</p> <p>The two foreign trade experts Julianna Straib-Lorenz and Birgit Susdorf will guide you through every export control step - for successful organisation and optimisation of processes in your company. The legal principles will be supplemented by examples and practical experiences of the two speakers regarding the 4 check steps: check against the sanctions list, embargo check, goods check and end use check.</p> <p>Target group: Customs and export employees Organiser: ZOLEX</p>

<p>14:00 – 18:00</p> <p>Room C5.1</p>	<p>Work assignments of employees in Europe: We will guide you through the jungle of regulations*</p> <p>Do you receive orders from European countries? Do you or your employees cross borders during your work? This often poses more problems than first thought. During a work assignment abroad or a business trip, an employer must comply with a large number of regulations. Even short assignments such as assembly work, maintenance or repairs are regarded as a "secondment". They must be reported and documented. Mistakes quickly become expensive!</p> <p>We will show you by means of a large number of specific examples how you can find your way around the regulations in the most important posting countries.</p> <p>14:00: Welcome</p> <ul style="list-style-type: none">• Petra Steck-Brill, Südlicher Oberrhein Chamber of Commerce and Industry• Michael Rössler, Handwerk International <p>14:05: Introduction to work assignments in Europe</p> <ul style="list-style-type: none">• Petra Steck-Brill, Südlicher Oberrhein Chamber of Commerce and Industry <p>14:15: Switzerland</p> <ul style="list-style-type: none">• Lena Gatz, Hochrhein-Bodensee Chamber of Commerce and Industry <p>14:50: Italy</p> <ul style="list-style-type: none">• Heide Schmidt, Rhein-Neckar Chamber of Commerce and Industry <p>15:25: Austria</p> <ul style="list-style-type: none">• Michael Rössler, Handwerk International <p>16:00: Break</p> <p>16:20: France</p>
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	<ul style="list-style-type: none"> • Frédéric Carrière, Südlicher Oberrhein Chamber of Commerce and Industry <p>16:55: United Kingdom</p> <ul style="list-style-type: none"> • Mirza Karahodza, Rhein-Neckar Chamber of Commerce and Industry <p>Target markets: Switzerland, France, Austria, Italy and the United Kingdom Organiser: Enterprise Europe Network Baden-Württemberg</p> <p>*Participation subject to a charge</p>
<p>14:00 – 17:00</p> <p>Room C5.1</p>	<p>Cybersecurity: Solutions made in Europe*</p> <p>In the age of increasing digitalisation cyber security has become one of the most important tasks for companies of all sizes.</p> <p>Cybercrime is becoming increasingly more professional and does not only affect individual large enterprises, but also small and medium-sized companies. There are numerous European cyber security suppliers and international networks which can offer companies prevention strategies, potential solutions and assistance in an emergency.</p> <p>14:00 Welcome</p> <ul style="list-style-type: none"> • Dorothee Minne, Team Leader International Industries, Foreign Trade and Services Department, Chamber of Commerce and Industry of the Stuttgart region <p>14:10 Keynote speech Cyber solutions made in Austria</p> <ul style="list-style-type: none"> • Bernhard Bachleitner. Director of ABA-Invest in Austria and • Daniel Chladek, Vienna Business Agency <p>14:40 Keynote speech</p> <ul style="list-style-type: none"> • Mirko Ross, CEO of asvin <p>15:10 Keynote speech European solutions</p>

	<ul style="list-style-type: none"> • Frank Karlitschek, Managing Director, Nextcloud GmbH <p>15:40 Break</p> <p>16:00 Cybertalk</p> <ul style="list-style-type: none"> • With the speakers of the event. • Input and moderation: Markus Klingspor, Managing Director of Thinking Objects GmbH and Chairman of the Committee for Digitalization and IT Economy of the Stuttgart Region Chamber of Industry and Commerce. Target market: Europe Organiser: Chamber of Commerce and Industry of the Stuttgart region <p>Target market: Europe</p> <p>Organiser: IHK Region Stuttgart</p> <p>*Participation subject to a charge</p>
<p>14:00 – 17:00</p> <p>Room C4.3</p>	<p>The changing face of China – current challenges for German companies and competition strategies</p> <p>Goods exports to China and goods imports from China to Baden-Württemberg also increased again in 2021. At around €19.55 billion China occupied second place among the most important export countries and at around €18.4 billion second place among the most important import countries of our companies. Even though the above trade figures for 2021 are generally positive, the mood in the economy is deteriorating at present. The restrictive corona policy and immigration conditions in China coupled with the increasing isolation of China, current industrial policy, rising costs and the changing geopolitical situation are clear indications of the vulnerability of the hitherto good economic relations. Against this backdrop, a changed public discussion concerning the future relationship with China is currently taking place in Europe.</p> <p>We will use these developments as an opportunity to discuss the current challenges facing German companies in China and possible competition strategies during the event entitled "The changing face of China".</p> <p>The participants in the event will include Dr. Christine D. Althausen (Ambassador (Skopje) / Retired Consul General (Shanghai), Mr.</p>

Position at 07.11.2022

Subject to changes and errors.

	<p>Henning Vogelsang (Baden-Württemberg's Business Representative in China), Dr.-Ing. Elmar Stumpf (Chairman of the Executive Committee of the Baden-Württemberg China Network) and Mr. Gunter Fauth (Managing Director, Valegra GmbH).</p> <p>The event will be chaired by Mr. Steffen Wurzel (SWR), creator of the ARD podcast Welt.Macht.China (World.Power.China) and the former ARD radio correspondent in Shanghai (2016-2022).</p>
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INTERNATIONAL CONSULTING DAY

Concomitant to GlobalConnect, you will be able on the traditional "International Consulting Day" to discuss your very special questions relating to foreign business with PartnerWeltweit, the experts of the German Chambers of Foreign Trade. Meet for individual consultation meetings!

Cooperation exchange – B2B matchmaking

Together with our partners in the Baden-Württemberg Enterprise Europe Network, the Chamber of Commerce and Industry of the Stuttgart region and Handwerk International Baden-Württemberg are organising the cooperation exchange (B2B matchmaking), which will also last one day. You can therefore sound out new business opportunities with other internationally operating companies at GlobalConnect.

Information and registration for your individual discussions

Register your company free of charge for the consultation meetings with the experts from the German Chambers of Foreign Trade, and companies via the platform.