

THE DANUBE REGION AT THE TURN OF TIMES

– actively shaping the transformation.

Solution approaches for politics and business.

July 10th, 2023

📍 Stuttgart, Haus der Wirtschaft

„THE DANUBE REGION AT THE TURN OF TIMES – actively shaping the transformation. Solution approaches for politics and business.”

A joint event within the framework of the EU Strategy for the Danube Region (EUSDR).
State Ministry Baden-Württemberg | Ministry of Economic Affairs, Labour and Tourism
Baden-Württemberg.

DATE: MONDAY, JULY 10TH, 2023
WHERE: HAUS DER WIRTSCHAFT BADEN-WÜRTTEMBERG
(WILLI-BLEICHER-STR. 19, 70174 STUTTGART, GERMANY)

Moderator: **Dr. Petra Püchner**
Executive Manager Steinbeis Europa Zentrum
Commissioner for Europe to the Minister of Economic Affairs, Labour and Tourism
Baden-Württemberg.

From 11:00 am Welcome Coffee

Exhibition on supporting companies in implementing the Green Deal, Digitization,
Danube Region Programme

11:30 am Political and economic policy opening addresses

- **Florian Hassler**, State Secretary for Political Coordination and Europe in the State Ministry of Baden-Württemberg, EUSDR Special Representative, Stuttgart, Germany (confirmed)
- **Dr. Patrick Rapp MdL**, State Secretary of Economic Affairs, Labour and Tourism Baden-Württemberg, Stuttgart, Germany (confirmed)
- **Normunds Popens** – Director General (acting), European Commission, Directorate-General Regional and Urban Policy (recorded video message - confirmed)

11:50 am Keynote speech

Dr. Klaus Friesenbichler, Austrian Institute of Economic Research (WIFO),
Deputy Director of the Supply Chain Intelligence Institute Austria (confirmed)

12:05 am

Panel discussion

“The Danube Region at the turn of times – actively shaping the transformation. Current challenges and solution approaches for politics and business.”

Panellists:

- **Florian Hassler**, State Secretary for Political Coordination and Europe in the State Ministry of Baden-Württemberg, EUSDR Special Representative, Stuttgart, Germany (confirmed)
- **Dr. Patrick Rapp MdL**, State Secretary of Economic Affairs, Labour and Tourism Baden-Württemberg, Stuttgart, Germany (confirmed)
- **Zdenko Lucić**, State Secretary for Foreign Trade and Development Cooperation, Zagreb, Croatia (confirmed)
- **Matevž Frangež**, State Secretary, responsible for Internationalization, Entrepreneurship and Tourism at the Slovenian Ministry of Economy, Tourism and Sports, Ljubljana, Slovenia (confirmed)
- **Dr. Kirsten Scholl**, Head of Department European Affairs, German Federal Government, Ministry of Economic Affairs and Climate Action, Berlin, Germany (confirmed)

followed by a networking lunch

02:15 pm

Parallel expert forums on three different topics

(1) Expert forum “The Green Deal – as finance and business opportunity”

Berta Benz Hall

Moderation:

Dr. Gerd Meier zu Köcker, Managing Director RegioClusterAgentur Baden-Württemberg, Co-coordinator of EUSDR PA 8 Cluster and Regional Development Working Group (confirmed)

Dorothee Fischer, Co-Founder and CEO, Legado Sharpe & Fischer

- Green Deal – What is in for businesses (10 min)

Dr. Kirsten Scholl, Head of Department of European Affairs, German Federal Government, Ministry of Economic Affairs and Climate Action, Berlin, Germany (confirmed)

- Green Deal and Finance – Role of banks and further funding as enabler of green investments (15 min)

Representative of Jeffries, Investment banking and capital market firm (tbc)

Representative of KPMG, Business consulting firm (tbc)

Mateja Dermastia, Founder and CEO, Anteja sustainability consultancy, Ljubljana, Slovenia (confirmed)

Francesca Passeri, Deputy Director, European Crowdfunding Network, Brussels, Belgium (confirmed)

- Green Deal and Digitalization – Tools for businesses to make use of sustainability opportunities (15 min)

Prof. Dr. Dieter Hertweck, Research Professor at Reutlingen University, Baden-Württemberg (confirmed)

Balazs Barta, Managing Director, Pannon Business Network and Founder, managing director am-LAB, Szombathely, Hungary (confirmed)

- Green Deal as a business opportunity – Two practice examples presented by entrepreneurs (15 min)

Entrepreneur with positive experience successful implementing the GD (tbc)

Dr. Jonathan Loeffler, Executive Manager Steinbeis Europa Zentrum, Karlsruhe, Baden-Württemberg

Presentation of practical examples – Business Opportunities through Green Deal investments (confirmed)

- Followed by a split of the participants according to interests into two “thematic islands” dealing with **Digitalization** and **Finance**
With In-depth discussions of the lectures, questions and answers, and impulses and contributions from the participants (30 min)

(2) Capacity Building in the context of the EU Strategy for the Danube Region

Best practices with focus on Ukraine and Moldova, Civil Society
Room Mannheim

Moderation:

N.N. (tbc)

Presentations by and panel discussion with:

Walter Erchinger (tbc), Managing Director, IAW Internationale Akademie gGmbH, Brigachtal, Baden-Württemberg

MoTec – internships of Moldovan and Ukrainian students in BW companies,

<http://companies.iawgroup.de/>

Galina Markschläger, Managing Director, CONCORDIA Sozialprojekte Stiftung, Stuttgart, Baden-Württemberg

Addressing labour migration, <https://www.concordia-sozialprojekte.de/>

N.N.

- Followed by open floor for questions by the audience

(3) Expert forum “Foreign trade”

Focus on Slovenia and Croatia
Room Karlsruhe

Moderation:

Amir Alizadeh, Ulm Chamber of Commerce and Industry (confirmed)

Panellists:

- **Johannes Jung**, Head of Department Strategy, Law, Foreign Trade and Europe, Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg
- **Dagmar von Bohnstein**, AHK Slovenia, Ljubljana, Slovenia (confirmed)
- **Olaf Holzgreffe**, BME – German Association for Materials Management, Purchasing and Logistics e. V., Eschborn, Germany (confirmed)
- **Antje Müller**, German Eastern Business Association, Berlin, Germany (confirmed)
- Two BW entrepreneurs from/with relation to Croatia/Slovenia. (tbc)

03:45 pm **Summary** with recommendations for further cooperation by **Johannes Jung**, Head of the Department of Strategy, Law, Foreign Trade and Europe in the Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg (confirmed)

04:00 pm **Closing Coffee | Networking**