

# 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 STUTT GART, GERMANY)

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

**11:00 am** **Welcome Coffee**  
Exhibition - Danube Region Programme, Magazin Danube Connects,  
Donaubüro Ulm/Neu-Ulm  
Room Aalen

**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, Stuttgart, Germany
- **Dr. Patrick Rapp MdL**, State Secretary of Economic Affairs, Labour and Tourism  
Baden-Württemberg, Stuttgart, Germany
- **Nathalie Verschelde**, Directorate-General Regional and Urban Policy  
(recorded video message)

**11:50 am** **Keynote speech**  
“Economic resilience in turbulent times“  
**Dr. Klaus Friesenbichler**, Austrian Institute of Economic Research (WIFO),  
Deputy Director of the Supply Chain Intelligence Institute Austria

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
- **Dr. Patrick Rapp MdL**, State Secretary of Economic Affairs, Labour and Tourism Baden-Württemberg, Stuttgart, Germany
- **Zdenko Lucić**, State Secretary for Foreign Trade and Development Cooperation, Zagreb, Croatia
- **Veronica Arpintin**, State Secretary at the Ministry of Economic Development and Digitalisation, Republic of Moldova
- **Matevž Frangež**, State Secretary, responsible for Internationalization, Entrepreneurship and Tourism at the Slovenian Ministry of Economy, Tourism and Sports, Ljubljana, Slovenia
- **Dr. Heinz Hetmeier**, Head of the Department Economic Policy, Internal Market Bilateral Relations, EU Twinning, German Federal Ministry of Economic Affairs and Climate Action, Berlin, Germany

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:

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

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

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

**Dr. Heinz Hetmeier**, Head of the Department Economic Policy, Internal Market Bilateral Relations, EU Twinning, German Federal Ministry of Economic Affairs and Climate Action, Berlin, Germany

- **Green Deal and Finance – The Role of sustainable sources of funding as enabler of green investments (15 min)**

**Sandra Schneeloch**, Manager Financial Services Transformation, KPMG ESG EMA Hub, Stuttgart, Baden-Württemberg

**Mateja Dermastia**, Founder and CEO, Anteja sustainability consultancy, Ljubljana, Slovenia

**Francesca Passeri**, Deputy Director, European Crowdfunding Network, Brussels, Belgium

- **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  
**Balázs Barta**, Managing Director, Pannon Business Network and Founder,  
Managing Director am-LAB, Szombathely, Hungary

- **Green Deal as a business opportunity – Two practice examples on business opportunities through Green Deal investments (15 min)**

**Marko Mitrović**, CEO, Optifood, Maribor, Slovenia  
**Dr. Jonathan Loeffler**, Executive Manager, Steinbeis Europa Zentrum  
Karlsruhe, Baden-Württemberg

- 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:

**Dr. Lana Mayer**, Manager, Europe Direct Stuttgart

Presentations by and panel discussion with:

**Nicoleta Stăvilă**, Head of Eastern Europe, IAW Internationale Akademie gGmbH,  
MoTec – internships of Moldovan and Ukrainian students in BW companies,  
<http://companies.iawgroup.de/>

**Galina Markschläger**, Managing Director, CONCORDIA Sozialprojekte Stiftung,  
Addressing labour migration, <https://www.concordia-sozialprojekte.de/>

**Iryna Gumenchuk**, Coordinator of the project Network Civil Society Ukraine and  
1st Chairwoman of the association ABLE e.V.

- Followed by an open floor for questions by the audience

### (3) Expert forum "Foreign trade"

Focus on Slovenia and Croatia  
Room Karlsruhe

Moderation:

**Amir Alizadeh**, Head of International and Industry, Enterprise Europe Network,  
Chamber of Commerce and Industry, Ulm, Germany

Keynote:

- **Johannes Jung**, Head of Department Strategy, Law, Foreign Trade and Europe,  
Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg

Short presentations by the companies

- **Carthago** (Markus Kern, CEO, Carthago Reisemobilbau GmbH)
- **Porsche** (Mattias Ulbrich, CEO, Porsche Digital GmbH, CIO Porsche AG and  
Ivan Bello, Managing Director, Porsche Digital Croatia)

Panellists:

- **Dagmar von Bohnstein**, Executive Chair of the Board of Directors,  
AHK Slovenia, Ljubljana, Slovenia
- **Olaf Holzgrefe**, Head of International & Affairs, BME – German Association  
for Materials Management, Purchasing and Logistics e.V., Eschborn, Germany
- **Antje Müller**, Programme Director, German Eastern Business Association,  
Berlin, Germany
- **Markus Kern**, CEO, Carthago Reisemobilbau GmbH,  
Aulendorf, Baden-Württemberg
- **Ivan Bello**, Managing Director, Porsche Digital Croatia, Zagreb, Croatia

03:45 pm

Closing Coffee | Networking