

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

EU-STRATEGY FOR THE DANUBE REGION

Priority Area 8
Competitiveness of enterprises

<https://competitiveness.danube-region.eu/>