

# „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.

## 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, EUSDR Special Representative, Stuttgart,  
Germany
- **Dr. Patrick Rapp MdL**, State Secretary of Economic Affairs, Labour and Tourism  
Baden- Württemberg, Stuttgart, Germany
- **Normunds Popens** – Director General (acting), European Commission,  
Directorate-General Regional and Urban Policy (recorded video message)

11:50 am Keynote speech

**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 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. Kirsten Scholl**, Head of Department European Affairs, German Federal Government, 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. Kirsten Scholl**, Head of Department of European Affairs, German Federal Ministry of Economic Affairs and Climate Action, Berlin, Germany
- Green Deal and Finance – Role of banks and further 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  
**Representative of Jeffries**, Investment banking and capital market firm (tbc)
- 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 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/>

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

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
- **Olaf Holzgrefe**, BME – German Association for Materials Management, Purchasing and Logistics e.V., Eschborn, Germany
- **Antje Müller**, German Eastern Business Association, Berlin, Germany
- 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 Economics, Labour and Tourism Baden-Württemberg

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