



GLOBAL BUSINESS MAGAZINE

SPECIAL EDITION 2022

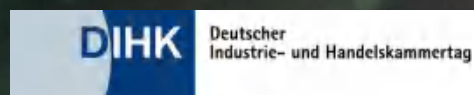
A LOCAL GLOBAL PUBLICATION 30 MAY - 02 JUNE 2022

Globalization 4.0: “Local for local”

Navigating enterprises in geopolitical turmoil
Knowledge transfer: Boosting corporate brain
New markets, new partnerships

Global Business & Markets:
Partners & Profiles

In Cooperation With:



Mitten im Markt

Messe Stuttgart



GLOBAL. NACHHALTIG. ERFOLGREICH.



Forum für Export und Internationalisierung

15. November 2022 · Messe Stuttgart

www.global-connect.de/2022

Partner:



Editorial



Dr. Volker Treier, DIHK

Let's create the industry of tomorrow - together!

Containers are piling up in the ports, and companies are worried. The economic consequences of the Russian war in Ukraine and the renewed production and logistics disruptions in China are shaking up global trade. The strongly export-oriented German economy is particularly affected.

The AHK World Business Outlook 2022 shows that companies currently expect a significant deterioration in the economic situation at their respective locations. Of the 4,200 AHK member companies surveyed around the world, 37 percent expect local economic performance to deteriorate - more than twice as many as last fall. Companies currently see rising commodity and energy prices as the main risks to the global economy. In addition, the business community expects a significant change in their transport routes and supply chains.

One bright spot for the German economy, however, is demand from the USA, followed by South and Central America. The investment intentions of German companies in these markets are correspondingly expansive compared with other regions in the world.

The German and European economies must now work together to stabilize and continue the internationalization of the economy. The German economy can count on the strong support of the German Chambers of Commerce Abroad in 92 countries worldwide. These support companies with their local know-how in the diversification of supply chains, the international expansion of renewable energy and the development of new markets.

The past two years have shown us that we need to break new ground. New paths to a stable and sustainable future for the international economy and industry - and certainly with a new focus on new markets.... What platform would be better suited for this task than the Hannover Messe?! This trade fair also directly underlines my concern with its motto this year. And I would like to add how important it is that we approach these future paths agilely and together: Let's create the industry of tomorrow - together!

I wish you exciting impressions and successful business contacts at this year's Hannover Messe.

Dr. Volker Treier

DIHK Head of Foreign Trade, Member of the DIHK Executive Board

IMPRINT

Publisher:

local global GmbH
Marienstraße 5
D-70178 Stuttgart
Tel: +49 711/22 55 88-0
info@localglobal.de
www.localglobal.com

Editorial Team:

Hans Gäng
Stéphane Itasse
Laura Venema

Layout:

Julia Steiner

Printed by:

WirMachenDruck,
Backnang

Online:

www.globalbusiness-magazine.de

In Cooperation with

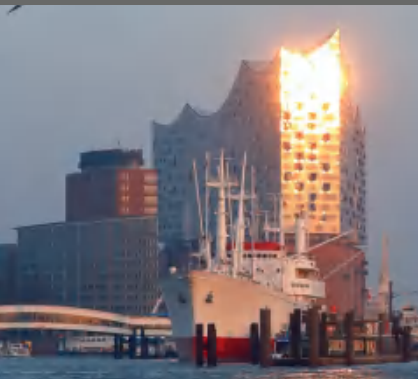
Deutsche Messe

Technology Academy

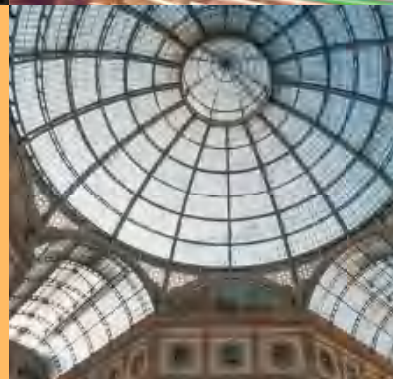
D-30521 Hannover
www.technology-academy.group

DIHK e.V. - Deutscher Industrie- und Handelskammer Tag e. V.

IN ÜBER
50 LÄNDERN



**45
KOMPETENTE
PARTNER**



**SERVICE
NACH MASS**



**ERFOLGREICHE
EXPANSION**

50 YEARS **THE ART OF
BEING LOCAL
WORLDWIDE**
SINCE 1972



Seit 1972 begleitet InterGest Unternehmen auf ihrem Weg ins Ausland als Dienstleister und Lotse, um die Untiefen zwischen Mentalität, Gesetzgebung, Marktstruktur bis hin zur Verwaltung souverän zu meistern.

Mit kompetenten InterGest-Partnern in über 50 Ländern von Kanada bis Neuseeland helfen wir unseren Kunden, ausländische Märkte erfolgreich zu erschließen.

WWW.INTERGEST.COM

INTERGEST[®]
WORLDWIDE

GLOBAL BUSINESS MAGAZINE

Restarting at HANNOVER MESSE 2022

This is a small special edition of Global Business Magazine, which has been published for Global Business & Markets since 2006.

Not only since the pandemic, readers and trade fair visitors can find our extended content on global trade and investment and related services online:

www.globalbusiness-magazine.de

VOICES: Viewpoints on global trade, industry policy and corporate challenges.

MARKETS & PARTNERS: Partners, supporting market entry and international business DIGITAL

RESOURCES: International service providers and potential partners for your digital industrial projects worldwide.

EDUBIZ: Talents and R&D resources from universities worldwide

WHO IS WHO: Experts for international business activities.

VISIT OUR HOMEPAGE NOW
FOR MORE EXCLUSIVE CONTENT!



EDITORIAL

- 03 **Dr. Volker Treier**, DIHK Head of Foreign Trade, welcomes you to HANNOVER MESSE 2022

TRADE & INVEST

- 06 **"Portugal Makes Sense"** - **Luís Castro Henriques**, Chairman and CEO of AICEP, on this year's partner country
- 10 **Dr. Robert Hermann**, CEO of GTAI, on the new wave of foreign investments
- 11 **Frank Xu**, Director of CIIPA, on the benefits of German-Sino cluster cooperation
- 12 **DIHK World Business Outlook Survey:** Corona and war weigh on export prospects

VOICES

- 13 **Frank Stührenberg**, Managing Director of Phoenix Contact, on globalization and geopolitical challenges
- 15 **Domenico Iacovelli**, CEO of Schuler Group, on growth and division of labor in times of pandemic and war
- 17 **Dominic Kurtaz**, Managing Director EuroCentral of Dassault Systèmes, on the role of digital knowledge platforms

MARKETS

- 19 **Deutsche Messe Technology Academy:** Industrial knowledge transfer to international markets
- 21 **Morocco:** How German companies can benefit from Africa's huge talent pool for technology
- 22 **ZIEHL ABBEG** shows what effective employer branding looks like in the year 2022
- 22 **Exhibitors of Global Business & Markets**
- 24 **Matchmaking 365**
- 26 **AHK: Ein weltweites Netzwerk**



©Portuguese Trade and Investment Agency

"Significant investments in Human Resources"

Luís Castro Henriques, Chairman & CEO AICEP (Portuguese Trade and Investment Agency) about Portugal's economic ambitions.

How important is the Partner Country presentation at the HANNOVER MESSE 2022 for the Portuguese industry?

HANNOVER MESSE is a unique opportunity to showcase Portugal to the world's main industry players, to strengthen the commitment of the Portuguese offer with German and other international companies and attract foreign investment to Portugal. Above all, it is an opportunity to strategically define Portugal's role in the new global context and to identify the areas where our country can affirm itself as a European reference for the supply and development of industrial products.

Which strengths of the Portuguese Economy will be presented to the visitors at the fair?

The country will showcase its competitive advantages to attract scientific, technological, and productive investment, showing that Portugal Makes Sense to invest, develop industrial partnerships, source, expand, triumph and innovate.

At HANNOVER MESSE Portugal will present companies of excellence, namely in the sectors of equipment and metal-working, mobility, automotive and aeronautics, textiles and

technical plastics, moulds, production technologies, digital technologies and renewable energies. Portuguese participation aims to surprise the German industrialists and media by arousing their curiosity about Portugal, impress opinion-makers with proof of innovation and skills, and attract visitors to our stands to establish business contacts with Portuguese companies.

We are heading to Hannover with a relevant Portuguese Delegation with a clear message. Portugal is an important partner of the German industry and a country where German companies find talent, innovation, reliability, and commitment with success. The more than 550 German companies already operating successfully in Portugal know this. We want to deliver this message to a broader audience, specially to the German Mittelstand. With almost nine centuries of history, today Portugal is a competitive, leading-edge, and attractive country for business and investment.

Which are Portugal's activities to enhance the European energy transition?

Portugal is committed to achieving carbon neutrality by 2050 and is a leading EU country in the energy transition. It was also the fourth country in Europe to eliminate coal in electricity production (from December 2021). The country ranks 9th in global contribution to Planet & Climate in the Good Country Index and is taking firm steps to reduce energy consumption, make more efficient use of its resources, achieve better sustainable mobility, reach higher security of supply and diversify renewable energy resources.

Portugal and the Portuguese companies have knowledge and experience in energy solutions, which has allowed the sector to increase its notoriety and international recognition. Renewable Energies currently represent around 1.6 percent of Portuguese GDP, having generated more than 45 thousand jobs in recent years, which shows Portugal's competitiveness in this area. The country's strategic geographic position benefits the growth of all Renewable Energies, creating opportunities and competitive advantages for exporting goods and services in this sector.

The Portuguese Government has assumed a strong commitment to the Renewable Energies sector, presenting as essential the National Strategy for Green Hydrogen, which promotes the progressive insertion of hydrogen in the various sectors of the economy, allowing the transition to a decarbonized economy. This strategy also aims to create a green hydrogen export hub for Europe, being an essential advance for the growth of the sector's internationalization. As an ambitious and forward-looking country, Portugal and Portuguese companies have developed innovative technologies

in mobility based on clean energy, including hydrogen.

Within the scope of innovation and sustainability, several Portuguese companies have developed urban mobility solutions for Smart Cities, from the production of hydrogen to storage in chargers and circulation of hydrogen-powered buses.

Also, Portugal was the first country in the world to deploy a fully interoperable and integrated nationwide network of EV charging stations. This network, managed by the Portuguese mobi.me system, is operating since 2010. In the Energy Solutions area, Portugal will take 13 innovative Portuguese companies with advanced technological solutions in renewable energies to HANNOVER MESSE 2022.



A significant investment is being made on the Human Resources to be able to upgrade themselves to the challenges industry 4.0 has brought to the shop floor

How can companies from Portugal help the German and worldwide industry with the digitalization and industry 4.0?

Portugal and Portuguese companies can very well be the right partner to face the challenges worldwide industry is facing as its transitions to digitalization and industry 4.0. It is considered that Industry 4.0 aims to transform industrial units into more efficient and productive organizations, through the implementation of various technologies based on digital and intelligent systems. The impact on the entire value chain is quite considerable and the opportunities are immense. Portugal is witnessing a gradual reformulation of the industries' processes, responding to specific needs that arise in their activity, motivated by customer requirements, the evolution of competition itself, or even the reskilling of manpower.

The Portuguese Government has developed and put in place a program called "Indústria 4.0" aiming to identify Portuguese's industry needs in the i4.0 context and guide actions (public and private) to foster its acceleration. This tool was designed to support the adoption of Industry 4.0 technologies and concepts in the Portuguese industrial system and to make Portugal an attractive investment pole in the Industry 4.0 context. This program allows for Portuguese companies to share their knowledge and practices and, at the same time, have access to public funding to support the transition process for new methods and processes that are associated to Industry 4.0.

Also worth mentioning is the role played by the Portuguese Academia in this process. Development of technological solutions such as Cyber-Physical Systems (CPS), the Internet of Things (IoT) and Artificial Intelligence (AI) and working with Portuguese industry for its incorporation into Smart Factories is now a reality. Automation processes, development of robotics solutions to bridge any manpower constraints and Manufacturing Execution Systems-MES solutions, all of these are the outcomes of this industrial revolution in place. When we look at Portuguese companies in the metalworks and automotive components industries this is now a reality, with a direct impact on the services they can provide to their customers. Not only the digitalization of procedures is now a standard practice at many of these companies, but a significant investment is being made on the Human Resources to be able to upgrade themselves to the challenges industry 4.0 has brought to the shop floor.

In Portugal, German companies can find not only a supplier partner, but a partner where R&D is an everyday tool for the development of the solutions being sought after. Portuguese companies are now developing solutions that range from the

digitalization of the production line to the minimization of energy consumption to maximize overall productivity. The mindset of the companies is one of partnership, a partnership for growth. We are quite confident that at Hannover Messe, German companies will have access to some of the best examples of Portuguese innovation applied to the challenges of Industry 4.0.

How does Portugal ensure the necessary qualification of the workforce for these future tasks of the industry?

Portugal has made a tremendous effort in boosting higher education enrolment. The percentage of the population between 30 and 34 years-old with a college degree has quadrupled in the last 20 years, from 9.8% in 1998 to 39.6% in 2020. The country is making efforts to shift to an even wider talent pool on Tech, to respond to the increased demand in the field; it is doing so by creating and developing reskilling programs – such as the Upskill, developed under the Action Plan for the Digital Transition of Portugal, joining the business sector, the network of Polytechnic Institutes and the National Employment and Training Office. This program has a national scope and aims to provide intensive training in IT to new professionals and then prepare them for work placement, following the specific needs identified by the participant companies.

The ambitious goal is to generate 3,000 new IT professionals in 3 years.

This effort is also translated in the Portuguese Recovery and Resilience Plan, which allocated

“ The goal is to generate 3,000 new IT professionals in 3 years

22% of its total amount to Digital Transition, including digital inclusion of people through education, training in digital skills and promotion of digital literacy, digital transformation of the business sector and digitalisation of the State.

Another key focus area is professional teaching in Portugal. The country offers a wide range of schools and qualifications for young people to learn professional crafts that allow them to face the challenges and demands the industry has for them. The Professional Schools can deliver professionals qualified in areas such as metallurgical and metalworking or IT, or diversified skills that may range from tooling to coding; all of them with a dedicated approach to the industry. The goal is to promote youth training and career insertion in the industry either by an apprenticeship system or through a technological specialization course.

This is an area where demand is growing. Currently more than 70,000 youngsters are enrolled in professional schools

PORTUGAL - FACTS AND FIGURES	
Inhabitants (by 2020)	10.2 Million
Land area	92,226 km²
Main import country	Spain (30.5%)
Main export countries	1. Spain (24.7%)
	2. France (12.9%)
	3. Germany (12%)
Top export goods and services	1. Tourism
	2. Motor vehicles/accessories
	3. machinery and equipment
Road network	71,294 km
Rail network	3,075 km
Number of international ports	6
Engineering skills	3rd highest rate of engineering graduates in the EU
Language skills	7th on the English proficiency index
Quality of life	5th best expat destination worldwide
Atlantic coastline	850 km

Source: HANNOVER MESSE

all over the country and they are top quality professionals as shown by the employment figures. The feedback from employers is very good, confirming how satisfied they are with the quality and performance of these professionals. The Portuguese Government also funds Adult Education and Training – EFA and Training of Training Professionals programs to bring new competences to Human Resources already working and that feel the need to upgrade their set of skills.

We believe that Talent is one of the driving forces in attracting new investors to Portugal and secure a successful industrial presence. Focus will shift more and more from cost and quantity of labour to the relevance of specialized skill sets and education of talent. As we are witnessing a growing demand for scientific and technical skills, we are confident that success will come to with those locations capable of producing, attracting and retaining the most highly skilled talent pool.

Which are the highlights the visitors of the Hanover Fair 2022 shouldn't miss at the Partner Country Portugal presentation?

Under the motto Portugal Makes Sense, Portugal will attend the HANNOVER MESSE 2022 with a strong exhibition presence, reflected in four pavilions: a Central Pavilion and three

Satellite Pavilions. The Portuguese participation will highlight three areas of focus: Engineered Parts & Solutions with 69 companies at Hall 3, Energy Solutions with 13 companies at Hall 13, and Digital Ecosystems with 15 companies at Hall 5. Portugal will also be present with 13 companies at Hall 9 for Automation, Motion & Drives.

Portugal will showcase products and solutions developed and produced in Portugal, with Portuguese talent, in Portuguese companies, highlighting the technologies used, particularly in the areas of green Hydrogen, Smart Cities, Smart Materials, Smart Manufacturing, industrial IoT, Artificial Intelligence and Augmented Reality, among others. The Central Pavilion will also have the testimony of major German companies operating in Portugal (Bosch, Continental, Grohe, Leica, Schmitt and Siemens), presenting products and solutions developed and produced in Portugal with Portuguese talent.

A Conference Programme will also take place in the Portuguese Central Pavilion during the four days of the fair, as well as the Partner Country Night, a networking event on the 1st of June. After seeing and getting to know Portugal's offer at the fair, we believe that German companies will think: if they don't have a partnership with Portugal yet, it's because they haven't thought about it yet, because Portugal Makes Sense.



Portugal @ HANNOVER MESSE 2022

In this year, Portugal acts large in Hanover: 117 companies from the Partner Country are exhibiting at the HANNOVER MESSE 2022. Under the motto “Portugal Makes Sense”, the companies will display products and solutions for digital transformation, energy transition and reliable supply chains.

The Portuguese contingent features a strong on-site presence, with a central pavilion and three thematic pavilions dedicated to the Engineered Parts & Solutions, Energy Solutions and Digital Ecosystems sectors. Each area features dozens of companies from Portugal with the most advanced technologies and processes.

The Portuguese participation in HANNOVER MESSE 2022 is organized by AICEP –Portuguese Trade & Investment Agency in partnership AIMMAP – Association of the Portuguese Metalworking Industries and the Portuguese-German Chamber of Commerce and Industry.

“These large projects will be a boon to suppliers”

Dr. Robert Hermann, CEO of Germany Trade and Invest, on the new wave of foreign direct investments in Germany



Dr. Hermann, many people are already proclaiming the end of globalization. Germany is receiving massive direct investment. How did this come about, how fierce was the competition between locations?

There are lots of great locations throughout the EU, of course, but Germany has a lot of advantages that allows it to attract large FDI and business expansion projects.

It's not just that the country is the bloc's biggest economy. Its size means it has something to offer very diverse projects. One factor in Intel's choice of Magdeburg for its multifabs, worth at least €17 billion, was the available of sufficient space in a location that was still quite near larger cities like Berlin, Hamburg, Dresden and Leipzig. Northvolt's billion-euro decision to come to Heide in the north of Germany had to do with the availability of renewably produced electricity on the

coastline and the connection with Europe's leading automotive sector. And Tesla of course hopes to benefit from skilled labor force and creativity of Berlin and the surrounding area.



©Michael Wolf/Wikimedia

Tesla Gigafactory in Berlin-Brandenburg

To what extent do these investments in the new value chains provide growth impetus for Europe as a whole?

These large business expansions and investments will not only benefit Germany but have wider ramifications for Europe as whole. Intel, for instance, says that the microchips it makes in Magdeburg will be used for production throughout the continent. That will obviously help create new international value chains. And this is only one example.

On the one hand, ecosystems are a prerequisite for location decisions, but on the other hand they also grow with and around the investments. What opportunities are now available to smaller companies, startups and clusters around the new growth poles in Germany?

All of these large projects will be a boon to suppliers and other businesses in these locations. To take Intel again as an example: the mega fabs alone should create 20,000 jobs, and that doesn't include suppliers. Thanks to Tesla, Berlin and Brandenburg are now leading spots for innovative automotive and tech companies. Start-ups and SMEs should benefit accordingly, as should larger firms.

So what are the objectives and themes at HANNOVER MESSE 2022?

GTAI's goal for the fair is the same as it was before the pandemic: to introduce international businesses to the advantages of Germany and help them take the first steps to set up shop here. We also want to assist German companies in doing business internationally. One of the major topics of conversation will be opportunities accorded by the new German government. But first and foremost, we're just happy to be able to meet with potential clients and partners face to face again.



“Measures to lower the barriers for investment”

Frank Xu, Director of CIIPA, on the benefits of German-Sino cluster cooperation in challenging times

Since 2017, the Frankfurt-based investment agency CIIPA has been presenting itself at HANNOVER MESSE - in each case together with several industrial locations in the People's Republic of China.

Mr. Xu, in these difficult times for the global economy, what are your expectations for HANNOVER MESSE?

Since 2016, we have organized the “Invest in China” event series for four years at Hannover Messe. We are very pleased that the fair can be held again this year. In times of a changing international environment, we think, these direct meetings and exchanges are invaluable.

What are the key issues where you expect cooperative relations to deepen?

Sino-German cooperation is based on complementary strengths and is mutually beneficial. In the future, China will focus on intelligent manufacturing and accelerate the digitalization, connectivity and smart transformation of the manufacturing industry. At the same time, we are taking practical measures to further open up and lower the entry barriers for foreign investment. We expect more outstanding German industrial enterprises to enter China and combine German cutting-edge technology concepts with China's production capacity.

How is CIIPA supporting this process?

Since 2017, we have been actively cooperating with more than 20 German partners in the sectors automotive, smart manufacturing and life sciences, to build industry-oriented

and demand-driven working groups, to carry out practical co-operation through group visits, forums and project matching. Thereby, we have effectively provided beneficial conditions for new cooperation between German and Chinese enterprises.

What role do SMEs play in their greatly expanded co-operation with regional and industry clusters?

The healthy development of SMEs is of the utmost importance to achieve high-quality economic development and further move forward economically. Therefore, SMEs play a core role in our joint work with our German partners and we see it as our main task to support them in their international efforts.

■ CIIPA

Hall 2, Stand D29

■ Events:

Green and smart production - Climate-neutral Future

30 May 2022 (Monday), 09:00-12:00,

Deutsche Messe Technology Academy / Pavillon 36

Organizer: Investment Promotion Agency of Ministry of Commerce, China

CIIPA Reception (upon invitation)

30 May 2022 (Monday), 19:00

Eventlocation Dänischer Pavillon

Ningbo German Exchange

Hybrid, Live-Stream from China

31 May 2022 (Tuesday), 09:30-11:40

Deutsche Messe Technology Academy / Pavillon 36

Organizer: Investment Promotion Agency of Ministry of Commerce, China and City Government of Ningbo

Corona and war weigh on export prospects

DIHK World Business Outlook in spring 2022 offers only a few rays of hope

In most parts of the world, German companies are bracing themselves for poorer business. This is according to the AHK World Business Outlook published by the Association of German Chambers of Industry and Commerce (DIHK), for which the German Chambers of Commerce Abroad (AHK) surveyed around 4,200 member companies in all regions of the world.

According to the survey, more than a third of companies (37 percent) expect the local economy to worsen, more than twice as many as in the fall of 2021. „The last time we experienced a similar change in sentiment was in the spring of 2020, when the first Corona shock had the global economy firmly in its grip,” said DIHK head of foreign trade Volker Treier, commenting on the assessments.

37%

OF AHK MEMBER
COMPANIES EXPECT THE
ECONOMY TO WORSEN

In the survey period of March and April 2022, slightly less than half of German companies abroad (48 percent) still assessed their current business situation as

good. However, confidence in their own business in the current year has suffered a major setback: the balance of optimists and pessimists has almost halved compared with the previous survey.

Optimism hat suffered a major setback

At the same time, companies perceive the economic crisis very differently depending on the region of the world: in Eastern and Southeastern Europe (excluding EU countries), as well as Russia and Turkey, more than one in two German companies (54 percent) assess future economic development as poor. „The closer companies are to the war in Ukraine, the more directly or indirectly they feel the effects of the war and the associated sanctions,” says Treier. North America still scores best, with a good third (36 percent) of companies here taking a positive view of the economy - followed by South and Central America (29 percent).

Companies question locations and supply strategies

The changed global situation is also having an impact on location decisions and supply strategies. In the survey, one-third of companies say they are currently putting their international locations to the test. More than a quarter want to expand their supplier portfolio across regions, and more than a fifth see a need to relocate production to new sites.

The different ways in which countries are dealing with the Corona pandemic also play a role here. The strict lockdown in China, for example, has led to almost half of the German companies based there (47 percent) feeling compelled to reconsider their locations. One in eight companies is even considering leaving the country.





“The view of globalization has been shaken”

Frank Stührenberg, Managing Director of Phoenix Contact, about globalization, decoupling strategies and new opportunities in this situation

Interview: Hans Gäng

Are we facing a different world of globalization today than we were two years ago?

Yes, we have a fundamentally different situation than we had a year ago, I would even say than we had three months ago. The war situation has fundamentally changed something. It has also shaken a paradigm for me. Personally, as a company, in the industry and as an exporter, we believed that the talk of “change through trade” had substance. We thought that if we employed 250 people in Russia in jobs that were fit for the future and in our open corporate culture, we could have a small positive impact on society. I admit: This assessment has shaken mightily. The view of globalization, its positive dynamics and the growth it has brought in recent years has been shaken.

How do you see the geopolitical challenges for internationally operating companies?

It is already the case that the relationship between the USA and China, the strategy of decoupling is having an impact on the global market. The self-evident cooperation between the Western and Far Eastern world will no longer exist in this way. China is also focusing on certain industries whose development it wants to have in its own hands. Europe in between has to react to this situation, which will not be a short phase. From the perspective of a technology company from Germany, however, there is also an opportunity in this.

And what is that?

Stronger local value creation, such as is currently being pursued in the USA and also in Europe, also means investment in machinery and equipment. For us, this means that we will develop the individual regions of the world more “locally for locally” - instead of driving value chains that are fully integrated and synchronized across the globe. What’s needed now

is smart localization or regionalization, without allowing the effort required of a company to become too great.

How difficult is it to transform supply chains now?

Delivery reliability and dependability remain our highest standards. We are currently having our difficulties with this, as is everyone in the industry. Our company, which has deeper internal value creation, can still navigate. We are not dependent on international contract manufacturers. After a year of fighting for the scarce leftovers that were still on the market in electronics, all buffers now seem to be slowly exhausted. We are already concerned about these disruptions.

” What's needed now is smart localization or regionalization **”** The issue of logistics capacity no longer being available is also critical. At some point, this is no longer in your own hands.

Does the local agility of national companies help here?

Since the beginning of our internationalization, we have tried to set up units in the countries that had as strong a local footprint as possible. Local management, a company culture of its own, for example in the marketing process, local warehouses, its own portfolio, no dependence on shared service centers for order management and invoicing, its own logistics competencies. This has enabled us to circumvent some problems. In China and the USA, as in Germany, we fully mapped the entire process and made sure that we could develop local supplier structures. Metal parts for clamps are not sent around the world by the ton, but are delivered to assembly in China by local suppliers. This also helped us last year to compensate for bottlenecks in Europe. In the USA, we have an electronics production facility that we are currently expanding.

What are your plans for China?

As is the way with plans at the moment. We had a plan for this year, we also had a plan for last year... Even though things are currently changing month by month, China remains the largest market outside Germany. As things stand, you can't think about electromobility, which is such an important topic for us, without China, so we have to find a position in the market. In the current five-year plan, however, China is avowedly relying on its own cycle with national value chains for certain technologies, industries and markets. The desired self-sufficiency in the energy sector - in generation and distribution - in electromobility and in smart manufacturing are fields of action that play a key role in our business with China. We take great pleasure in participating in China's open international circuit and network intensively.

How is PhoenixContact responding to these new circumstances?

Instead of simply waiting and hoping that everything will remain as it was, we have to adjust to the situation. We are preparing to network with Chinese companies to a much greater extent than before by building up even more of our own development and software expertise in China. We want to do more than just standard supply business with Chinese customers; we want to arrive at specific, aggregated solutions with them. The position of our plants should be such that even large and important Chinese companies say that they want PhoenixContact in China and close to them. Because our role can theoretically be covered by Chinese competitors, we need so much innovative edge that it is not so easy to replace us. This also means not taking every step alone as a company in the future, but moving out of our comfort zone and also working more closely with Chinese partners. But all of this must be done without blindly ignoring everything that is being announced politically - the very size of this market demands that we do so.

” I am confident that we will not miss out on the necessary as well as the leap innovations **”**

Do all these challenges affect the company's innovative strength?

There's no question about it: all the exogenous influences - pandemic, supply shock, war, deglobalization - tie up enormous capacities. Nevertheless, I am very confident for our company that we will not miss out on the necessary innovations and also the leap innovations. We just have to force ourselves to prioritize and focus more clearly now. In previous years, it was great to be able to present a hundred new products every year, even if twenty of them were variations on old products. Now we only have enough for 80 or 60 product innovations that really matter. And we remain strategically focused - on "Empowering the all electric society". The energy transformation of the world remains large and technologically challenging, and we have the right people and sufficient resources in our projects. Just because we can't get a container from China right where we want it, we won't let up a millimeter in terms of innovation potential.

■ Phoenix Contact

Hall 9, Stand F40

Hall 11, Stand D44

Hall 13, Stand B74



“Local agility is essential for survival”

Domenico Iacovelli, CEO of the Schuler Group, on internationalization, growth and division of labor even in times of pandemic and war

Interview: Stéphane Itasse

What changes for the old growth models of internationalization after Covid and the Ukraine war?

The world has changed because of the Corona pandemic, no question. The disruption and sporadic disruption of supply chains has focused more attention on local production that is as independent as possible. The Ukraine war will reinforce

this trend. It is right to have this discussion now. But that is not why we should completely question internationalization and globalization. After all, there are good reasons why semiconductors have been manufactured primarily in Asia up to now. Of course, it would be good if we could set up such manufacturing in Europe as well. The only question is whether it would be competitive in the long term. The situation is

different with the production of battery cells: Here we still have the chance to at least reduce the lead from the Far East with European factories.

How important is local agility of the national companies?

Local agility is essential for survival and was therefore a given at Schuler long before the pandemic. Of course, we have to give the national subsidiaries the necessary freedom to adapt to the conditions and needs of our customers in the respective market; after all, that is their very own task. At the same time, however, we must not allow the distance to the company and its overarching goals to become too great. Because direct, personal exchange was hardly possible in the past two years, many of our foreign employees inevitably had to act more independently and on their own responsibility. This has done both sides a great deal of good. But now it's time to intensify contact again.

How does Schuler adapt its products to local needs while keeping its brand promises?

We have been pursuing a "local for local" strategy for several years now and produce the vast majority of components for our lines where our customers later use them. To achieve this, we use our global setup, which is unique in metalforming technology, with production and service facilities in China, Brazil, the USA, and Germany, which guarantee manufacturing to Schuler's high standards, as well as our international network with hundreds of service experts around the world. Transporting a press line from Europe to China is not an option: shipping alone would cost around one million euros, not including customs duties of ten percent. However, development and design are still based at our headquarters in Göppingen.

What role does Schuler play and how does it organize the worldwide transfer of knowledge – also to its customers?

During the pandemic, we launched a whole series of online seminars for our customers, primarily on the solutions for networking forming technology from our "Digital Suite". For this purpose, we set up a small TV studio at our headquarters, which we also use extensively for internal communication measures. The feedback has been excellent, which is why we will continue to offer this service in the future. Our customers also have the opportunity to receive training on their equipment. Thanks to the corresponding digital twin, this is also possible even before commissioning: the virtual image can be operated in exactly the same way as the real press – with one important difference: you can't break anything.

For years, China has been shining with enticing growth rates – what further development do you expect?

I am firmly convinced that China remains a growth market with rates far above those in Europe, for example. If you concentrate on the automotive industry, China is the only place where there is any growth at all. Added to this is the shift toward electromobility, which is taking place all over the world, albeit at different speeds. We have to give our customers an answer to this, and that's what we're doing with our products. An electric car also needs body and structural parts, but far fewer powertrain and transmission components. The big question is whether this loss can be compensated for by entering other areas like the production of fuel or battery cells.



We have been pursuing a "local for local" strategy for years now and produce most components where our customers use them

China's policy is focusing on greater self-sufficiency – what does that mean for Schuler locally?

This confirms our strategy of giving our foreign subsidiaries more autonomy. Schuler China is now able to process its orders largely independently. From a national perspective, it is understandable, especially in these times, to make ourselves as independent as possible from external influences. In this way, China has only anticipated a development that has spread around the world in recent years and has been reinforced by the pandemic. But globalization cannot be completely reversed. A company can operate most efficiently if it uses the best resources where they are available. For Schuler, this means that the know-how and thus the company's headquarters remain in Germany.

What plans is Schuler pursuing for the development of the company in China?

With the acquisition of the Chinese press manufacturer Yadon in 2015, we set the right course for accessing the Chinese market. Demand for inexpensive lines remains high there. However, interest in high-tech machines such as those from Schuler is growing because the demand for the quality of products manufactured by forming technology is also increasing – the flawless and highly precise outer skin parts (keyword: gap dimensions) are just one example among many. With the "Strongline" we recently placed a hydraulic line for the production of lightweight components very successfully exclusively in China. This will certainly not be the last development for this market.



“The Virtual Twin will become a medium for interaction”

Dominic Kurtaz, Managing Director EuroCentral of Dassault Systèmes, on the role of digital knowledge platforms - both for innovation and new customer value

Interview: Hans Gäng

How has the virtual workplace changed as a result of the Corona pandemic?

Corona has certainly helped expand the tools and areas of virtual collaboration. Now it comes down to the tools that can create connectivity between people and teams based on core data-driven processes in the enterprise. For us, this has been the impetus to evolve our data-driven platforms. For our customers, the virtual Twin, the virtual mapping of production, has become much more important. This is an initial transformation that has also been accelerated by COVID-19.

But we still have a long way to go. What does digital transformation mean for research and development, for engineering? And the big issue now is also the B2B perspective on this - how the classic sales process is changing. Getting to know specifications with less or hardly any personal interaction, commissioning and maintenance without a personal presence on site - that will significantly increase the value of the virtual twin. It is no longer just a data element for faster innovation and greater efficiency. It will become a medium for interaction with customers - that is a very exciting development for me.

How quickly will this process take place in companies with very different setups?

You mention the different speeds at which companies are tackling digitization. You see, we have customers whose online business was practically zero before Corona and who now generate 40 percent of their sales online. With this incredible momentum, the question is how to make this change intentionally scalable and truly sustainable. What rapid digitization can force in the company is the central value proposition to customers. Their experience as users, the readiness for service, for sustainability. Corona has helped to rediscover a holistic perspective of the company.

Dassault Systèmes's eco-systems include both classic manufacturers and young companies that one would have to call digital natives. How do you make the so-called "digital gap" smaller?

Startups are indeed very often focused on creating from nothing. But they also have to be able to convince their customers and investors that their product is marketable. The virtualization of product development helps decisively in this regard. This is one of the reasons why we have long been present in ecosystems of SMEs and startup networks, we felt actually at home there. In our global network of Experience Labs, we motivate startups to innovate with us. We provide them with physical spaces where they can invite their eco-systems to collaborate with them - but also, of course, to use brand new technologies and get mentoring support. Our new 3DExperience Labs in Munich, which we will open in September this year, is one example of this. Now that the world is returning to some semblance of normalcy, we want to help the industry build stronger connections between established manufacturers and a whole pool of innovative startups and disruptors. Innovation no longer happens in classic hierarchical chains, tied to big contracts. Innovation also takes place in places, in industries, in company sizes that no one would have expected before. For us, the interplay, the knowledge exchange of all these networks is an important part of future value creation.

What role does the cloud play in this new world of technological innovation?

A very crucial one! It is simply the fundamental prerequisite for collaboration in these networks. Startups and enterprises don't have the time or expertise, or even the desire, to make lengthy software adjustments before launching projects. The cloud makes it possible to enter a knowledge network immediately. For me, that is the absolute key. It's the only way we can link the different worlds of industry - management, design, marketing and sales - with product development in the

labs. In such a diverse and innovative industrial landscape as here in Germany, bringing these networks together, sharing knowledge and experience - that is an important task in this global innovation center that Germany still represents, and one to which we can contribute. The cloud is also an enabler of new business models, think of pay-per-use or service models, which require connectivity via the cloud. And, not least, it's the tool for collaborative, connected and smart product development, connecting different stakeholders and champions in their field to drive best-in-class sustainable innovation through the value network.

Nevertheless, innovation processes always have to be organized in a global context...

Yes, that's true. As a global company, our solutions are designed to enable global and local "fitness" for our customers. It's about understanding exactly what's happening on the ground. Think of a player like Tesla, one of our most important customers in the new world of the automobile. It's also a complex task for ourselves to be present with our customers in almost every major industrial region around the world, working with very different requirements, even across twelve different industries. And this is not about our systems for manufacturing. The reality is that we work in different infrastructures and areas that have very different regulatory requirements. For example, we have made significant investments in life sciences and healthcare with very stringent regulations, laws and data requirements. More than 60 percent of the clinical trials that have been done in recent months to find the vaccine for COVID-19 have been on our data platform. I think it's good for the industry to drive cross-geo and cross-sector standards. To do that, we need some kind of global technology standards.



What our customers can now achieve digitally for their own customers anywhere in the world is something we could not have imagined five or ten years ago

That said, our approach to this remains that of making companies more agile in their local markets. What our customers can now achieve digitally for their own customers anywhere in the world is something we could not have imagined five or ten years ago. It will remain a fascinating environment in which we operate.

■ Dassault Systèmes

Hall 4, Stand C34



“Digital, hybrid, global”: Industrial knowledge transfer to international markets

Deutsche Messe Technology Academy continues worldwide growth. Smart Factory Academies at several locations complement trade fair business

With the establishment of industrial academies worldwide, the Deutsche Messe Technology Academy is supporting the internationalization of leading production technology companies. In the world's industrial target markets, Deutsche Messe's knowledge transfer and content marketing services are increasingly in demand. Cooperation partners of the Technology Academy already operate “Smart Factory Academies” at several locations around the world to promote qualification and regional industrial development.

Tennessee in the USA, Nanjing and Jinan in China, Portugal, Morocco, Indonesia, Port Elizabeth in South Africa: Deutsche Messe Technology Academy has found interested parties and contractual partners for its industrial knowledge transfer concept around the globe. Together with a network of leading industrial suppliers from Germany, Thomas Rilke's team provides impetus for the acceptance and understanding of modern production technology everywhere.

“Our Smart Factory Academies support the knowledge-based solutions business of our industrial partners from Germany,” says Thomas Rilke. He adds that this complements the trade fair business, which is also global, with a year-round and sustainable transfer of knowledge to new

markets. “Deutsche Messe is the only trade fair company in the world that pursues such a concept of industrial academies and in this way contributes to the sustainability of the internationalization of its exhibitors.”

” Deutsche Messe is the only trade fair company in the world that pursues the concept of industrial academies

*Thomas Rilke, Division Manager at
Deutsche Messe Technology Academy*

In its local collaborations, the Deutsche Messe Technology Academy encounters very different conditions. “We provide our partners with all the know-how that we have developed in knowledge transfer, event management and modern content marketing,” emphasizes Reinhold Umminger, Director Global Business at the Technology Academy. “Digital, hybrid, global” are the keywords to which the team is aligning its business activities, which have grown very strongly in recent months, especially internationally, despite the restrictions imposed by the pandemic.

Since fall 2021, the state of Tennessee in the USA has become the newest location in the global Technology Academy network. There, several players have joined forces to develop the industrial ecosystem in the southeastern U.S. and quickly provide additional workforce training in the region. In addition to the state of Tennessee, local universities and educational companies, it is also the Volkswagen plant there that supports the “Smart Factory Institute Tennessee” initiative.

In the Chinese industrial cities of Nanjing and Jinan, local partners in research and science as well as at the universities are particularly interested in practice-oriented knowledge transfer. The close cooperation between the Technology Academy and leading industrial companies has also motivated the cooperation partners in the People’s Republic to open “Smart Factory Academies”.

The Chinese partners, who are involved in the construction and provision of appropriate event centers, are supported by the Technology Academy with know-how for the content and marketing of the planned events, training courses and demonstrations. Reinhold Umminger: “It is very important to us to tailor our offering to the respective needs and local objectives of our partners.” This also applies to talks currently underway with partners in Fuzhou in the eastern province of Fujian or in Hefei, a city with eight million inhabitants that has developed into a new center for the production of electric vehicles.

Deutsche Messe Technology Academy is also present in the future market of Africa. After an interruption due to the pandemic, plans with Port Elizabeth, an important location for the automotive industry in South Africa, are gaining new momentum. “We know that our partners there are willing to invest in brains and attach great importance to a concept that offers long-term prospects for employment,” reports Thomas Rilke.

In North Africa, Deutsche Messe Technology Academy has been involved in an “Automation Competence Center” for

Morocco since the beginning of 2021. Together with several industrial partners and Steinbeis University, the Technology Academy is organizing a year-round program of seminars and conferences for the Competence Center on Automation there. This is supported by GIZ as part of the Invest for Jobs initiative. “Morocco is a very ambitious industrial emerging market that places the highest demands on knowledge transfer,” says Reinhold Umminger. For the industrial events he designs, he works closely with the country’s leading universities. Around 1,500 visitors have already taken part in the events for Morocco. Further conferences and match-makings are planned.

“ Morocco is a very ambitious industrial emerging market that places the highest demands on knowledge transfer

Reinhold Umminger, Director Global Business at Deutsche Messe Technology Academy

Thomas Rilke sees the willingness to take into account the very different objectives of local partners and to create viable win-win situations as a key success factor for the Technology Academy’s international business. “The basis for this is confidence in our ability to organize industrial networks.” The Academy’s close and global cooperation with the HANNOVER MESSE teams is also bearing fruit. There have already been inquiries from trade fair partner countries Indonesia and Portugal about setting up Smart Factory Academies.

The goals that Rilke and his team have set themselves worldwide are ambitious: by 2023, Smart Factory Academies or collaborative knowledge transfer projects are to be up and running at a total of nine locations. In 2021, the Academy initiated around 400 events at seven locations. In 2022, at least

500 events are to be held at nine locations.

400

EVENTS WERE INITIATED
BY THE TECHNOLOGY
ACADEMY IN 2021

In order to provide its many participants worldwide with the latest know-how on production technology, the

Technology Academy relies on the use of modern communication technology. This includes the global streaming of events, the use of state-of-the-art studio technology and the production of podcasts and videos that can be used internationally as well. Thomas Rilke: “We have set ourselves the goal of sustainably supplementing the global trade fair business and becoming the world’s largest provider of industrial events. Innovative concepts and local agility are absolute prerequisites for this.”



Morocco: Students develop automation projects for Germany

Moroccan universities and their students learn cutting-edge technologies from Germany and develop industrial automation projects for German and Moroccan companies at Industry 4.0 level in interdisciplinary small groups. In this learning programme, developed by the Competence Centre on Automation (CCoA), leading German companies in the electrical sector and Steinbeis University are committed to practice-oriented qualification in Morocco. The CCoA won 27 industrial companies and technology networks to discover the talent pool in Morocco by assigning tasks to 59 automation projects. The more than 500 highly motivated students who applied are representing the technical potential of Morocco.

The CCoA, which was founded at the beginning of 2021, primarily supports the automotive and food industries in Morocco. Siemens, Phoenix-Contact, Rittal, the industry association ZVEI and the Deutsche Messe Technology Academy are among those involved in the CCoA's knowledge transfer project. The project is managed by Steinbeis University and funded by the German government by the GIZ agency.

Practical tasks - without costs and obligations

In a first step, the CCoA trained professors from Morocco's most important universities in the development and application of methods of networked production in the context of Industry 4.0 using the PLCnext platform of Phoenix-Contact. „This qualification provides an excellent basis for cooperation between the participating universities and educational institutions in Morocco and German and Moroccan industry in all fields of industrial automation,” says Dr. Ardin Djalali, project manager of the CCoA and director at the Graduate School of Leadership and Management at Steinbeis University.

The concept jointly developed by the partners of the competence centre enabled industrial companies to assign very concrete and practical tasks to the universities and students, commissioned without any costs or further obligations for the German companies. Industry 4.0 experts reviewed the project proposals and forwarded them to Moroccan educational institutions.

Huge talent pool for technology in Morocco

„We want to convince companies and networks in Germany to get to know the economic potential of one of Africa's



most important emerging industrial countries in a very simple and practical way,” says John Ulrich Fimpel, who has supported the CCoA from the beginning as a Business Scout for development. The CCoA measures were carried out on state-of-the-art learning platforms for Industry 4.0: „The learning methods we have developed aim at a generic qualification with which the participants can understand very different industrial processes and learn the combination of many different elements and applications in industrial production.” Trainer Lutz Jäckel is impressed by the high level of prior qualification of the Moroccan participants: „I was pleasantly surprised that there is no difference in the training courses here compared to courses with graduates from universities in Germany.”

■ **More information on CCoA**
www.competence-automation.ma

■ **Enquiries and contact:**
 Dr Ardin Djalali
 Project Manager Competence Center on Automation
 Graduate School for Leadership and Management,
 Steinbeis Hochschule
ardin.djalali@competence-automation.ma
 +49 (0)7032 9458 61





“Humor can’t be prescribed”

Ziehl-Abegg shows how a mechanical engineering company can present itself as an attractive employer to an audience of millions.

A lot of businesses have a shortage of skilled workers. Ziehl-Abegg has tackled this problem in an unusual way for B2B companies: with TikTok Branding. Since June 2020, a three-person TikTok team consisting of Rebecca Amlung, Sophie Grill and Rainer Grill has been producing the short video clips after work. As of March 2022, they have gained over 90,000 followers on the platform and TikTok has become the company’s marketing highlight. Ziehl-Abegg’s employer branding is even being discussed as “best practice” at universities around the world.

In its videos, Ziehl-Abegg does not do obvious product placement. Rainer Grill says the video team wants to show that thanks to a good working environment their employees are feeling well at the Baden-Württemberg-based company.

This strengthens the employer brand and significantly increases the number of hits on Ziehl-Abegg’s homepage.

The other advantage of this type of branding is that no additional costs are incurred. The TikTok platform is free for everyone and due to the app’s algorithm, it reaches a huge audience. Grill interprets authenticity as another reason for their success.

While other companies hire influencers or celebrities, Ziehl-Abegg’s TikTok features only its own employees.

As equally important Grill sees the creativity of the team that should avoid obvious advertising at all costs: “You must accept that humor can’t be prescribed.”

Above all, he said, it is especially important to respond as fast as possible to trends in order to stay relevant on the app. And this can only be done with the complete freedom of the internal TikTok team. “That’s the message we want to share with other companies: Give the projects to people who have the know-how and are enthusiastic about it. Don’t regulate them too much, let them run on a long leash, and it will work.” In Ziehl-Abegg’s case, that means gaining recognition from customers and reaching out to potential employees.

Grill emphasizes how effective TikTok marketing is: “We are perceived as a company with a good employer brand and working atmosphere- we are seen by young people.” In addition, he is surprised that they are not only reaching teenagers, who are known as the main users of the app, but also people in their 20s and 30s. And it is precisely this target group of professionals they want to address.

Exhibitors of Global Business & Markets

Acolad Project Solutions	C26/2
Agencia Rozwoju Regionalnego	D32
AHP International	D30
China International Investment Promotion Agency	D29
DIHK	C22
FIERGS Brasil	C32
Germany Trade & Invest	C26
Guidance Tamil Nadu	D22
IPEX	C22/1
Invest in Mexico Facilitation Board	E21
Korea Trade-Investment	

Malopolska Agencja Rozwoju Regionalnego	E31
Ministry of Commerce and Industry Qatar	C08
Ministry of Industry Indonesia	D21
Oficina Atraccion Inversiones Alicante	E29
Polska Agencja Inwestycji	D26
Queretaro State Government	C47
Santander Consumer Bank	C22/2
Secretaria de Economia Puebla/Mexico	C26/1
Transatlantic Business & Investment	C30
UAQ Free Trade Zone Authority	E29/1

Brazilian Network of International Business Centers (CIN Network)

Coordinated nationwide by the National Confederation of Industry (CNI) and founded with the support of the National Agency for the Promotion of Exports (Apex-Brasil), the Brazilian Network of International Business Centers (CIN Network) is aimed at internationalizing Brazilian businesses.

The CIN Network is organizing the Brazilian Delegation at Hannover Messe 2022, comprising a broad range of companies and institutions willing to boost business, exchange technologies and establish relevant networking for incoming opportunities.

Stand location: Hall 2, C32

Contact data:

E-mail: cinbusiness@fiergs.org.br
Telephone: 55 51 3347 8866



IPEX

Foreign Promotion Institute of Castilla-La Mancha (Spain) is a public organism, assigned to the Regional Ministry of Economy, Business and Employment, reference institution for international trade and foreign investment attraction.

IPEX's mission is to lead and promote economic, social and institutional regional internationalization, via export and foreign investors presence.

Reasons to Invest:

- Regional Government support
- Strategic location.
- Sites at competitive costs.
- Quality of life.
- Aids and incentives for Investment, Training and Employment.

Stand location: Hall 2, C22/1

Contact data:

invest@ipex.es

C/ Dinamarca, 2- 45071 Toledo, España
Telephone: +34 925 259 100
Email: consultas@ipex.es
www.ipex.es





Enhanced Global Matchmaking - 365 days a year

Three new directories for digital partnerships, talent recruiting and global market expertise

Global Business Magazine offers the opportunity to find the right partners for your foreign business. The first possibility is to attend the Global Business & Markets section of the HANNOVER MESSE 2022 in Hall 2. There, you can find plenty of exhibitors to empower your business abroad or or talk to experts at the forum. If you prefer to start your search online, the Global Business Magazine offers you three databases with an advanced search function. On- and offline, you will be able to select and meet the right partners.

The **Digital Resources Database** will help you to find international service providers and potential partners for your digital industrial projects worldwide.



Scan the QR Code to go directly to the digital resource database!

The Covid crisis has sharpened the challenge: Germany is missing thousands of skilled IT workforce. "Industrie 4.0" as the synonym for data based manufacturing business has changed the way R&D, HR departments of German corporations are tackling the bottleneck for future growth in order to maintain their position in the global industrial competition.

” To register subsidiaries only for the purpose of recruiting and building capacities in countries where resources are available is no longer only a privilege of large multinational corporations

As the recruitment of professionals hit national limits, though, even the German "Mittelstand" began international recruiting. For its industrial development and sites worldwide Germany's champions in production "silently" started cooperation with international service providers and freelancers. To register subsidiaries only for the purpose of recruiting and building capacities in countries where resources are available – this strategy is not a privilege of large multinational corporations anymore.

There are many arguments for international partnerships: The availability and scalability of resources, the proven quality and skills of international providers and freelancers and sometimes still definitely the cost advantages – in comparison to "migrate" and locate this valuable resources to Germany.

An additional argument: For internationally active enterprises, there is an increasing political and legal obligation to internationalize data business in order to follow national data policies and to secure local agility.

And, finally, the start-up ecosystems: The brightest minds in many countries did not just wait for job offers from Germany, but started own businesses which are relevant for the manufacturing sector – and they are serving international customers already. The smartest national, regional and sector clusters and agencies for economic promotion were already connecting their ecosystems proactively and successfully to international markets.

Now the digital_global resources finder is meant to provide very specific information about the range of services, capacities, specific knowledge of sectors and processes, also relevant references of potential international partners.



Scan the QR Code to go directly to the edubiz directory!

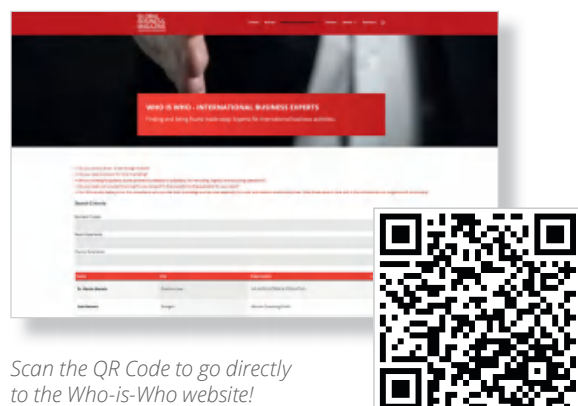
The second database is for **universities and research institutes**. If an institute would like to be found better by potential industrial partners for R&D projects, this is an opportunity for you. Also, if an institute has developed a dual study and is looking for industrial companies where students can apply and expand their practical skills, or if you are looking for talent and resources in international markets, the edibiz directory is helpful to be found by industrial partners.

With our unit for education - edubiz - we are building a joint directory of universities and research institutes interested to cooperate with internationally active industrial companies.

The third database helps you to find **international business experts**. They can help you to:

- enter a new foreign market,
- create a concept for local marketing,
- be globally active partners to establish a subsidiary, for recruiting, logistics and sourcing operations,
- arrange a structured financing for your project and – if available – organize a public funding for your plans.

Our Who-is-Who helps to find consultants who provide their knowledge and services especially for small and medium-sized enterprises. Meet these experts here and in the conferences our magazine will accompany!



Scan the QR Code to go directly to the Who-is-Who website!



Weltweites Netzwerk - Expertise in globalen Märkten

DIHK

Deutscher
Industrie- und Handelskammertag

AHK

Deutsche
Auslandshandelskammern

Auch 2022 nutzen die Auslandshandelskammern die HANNOVER MESSE, um über aktuelle Entwicklungen in den Märkten der Welt zu berichten. In den Streamings

der Events wirken Marktexperten aus jeweils mehreren AHKs mit, um den interessierten Unternehmen globale Trends bei Zukunftsmärkten zu verdeutlichen.

Montag, 30.05.2022 um 13:30 Uhr

Grüner Wasserstoff für die weltweite Industrie

Der Einsatz von Wasserstofftechnologien zielt darauf ab, Emissionen von Treibhausgasen zu senken. Wasserstoff wird bisher vor allem in der chemischen Industrie verwendet. Für den globalen Markthochlauf gilt es, nicht nur die Angebotsseite zu stärken, sondern auch die industriellen Anwendungsfelder zu erweitern. Marktexperten aus dem weltweiten AHKNetz (Deutsche Auslandshandelskammern) berichten aus erster Hand über aktuelle Entwicklungen und interessante Marktchancen in ihren Ländern. Im Panel berichten wir aus Australien, Südafrika, Marokko und Chile über die Erzeugung und Verwendung von "grünem Wasserstoff für die weltweite Industrie".

AHKs:

- Australien
- Südafrika
- Marokko
- Chile

Dienstag, 31.05.2022 um 13:30 Uhr

Transformation des Öl- und Gassektors in Richtung Nachhaltigkeit

Erneuerbare Energien und Dekarbonisierung bestimmen die Entwicklungen in der Energiewirtschaft. Unternehmen des ÖPI- und Gassektors passen ihre Nachhaltigkeitsstrategien an, um Anforderungen der Klimapolitik, der Öffentlichkeit sowie des Finanzsektors und anderer Stakeholder zu erfüllen. Die steigende Wettbewerbsfähigkeit von ökologischem Strom stellt auch eine Chance für Geschäftsmodelle der Öl- und Gasbranche dar. Die AHKs aus Brasilien, Aserbaidschan, Saudi-Arabien und Norwegen zeigen im Rahmen des Panels auf, welche aktuellen Entwicklungen und Marktchancen in ihren Märkten geschehen.

AHKs:

- Brasilien
- Norwegen
- Aserbaidschan
- Saudi-Arabien

Mittwoch, 01.06.2022 um 13:30 Uhr

Smart Cities und die Zukunft der Mobilität weltweit

Mithilfe von Technologien werden weltweit Städte und Verkehrssysteme effizienter, technologisch fortschrittlicher und grüner gestaltet. Aus dem weltweiten AHK-Netz (Deutsche Auslandshandelskammern) berichten Marktexperten über aktuelle Entwicklungen und interessante Marktchancen im Bereich der Stadtentwicklung und Mobilität der Zukunft. Erhalten Sie Eindrücke aus nächster Nähe von den AHK-Standorten in San Francisco, den vereinigten Arabischen Emiraten, Singapur und Österreich zu "Smart Cities und die Zukunft der Mobilität weltweit".

AHKs:

- USA-SF
- Österreich
- VAE
- Singapur

NEUE DYNAMIK DER FRANZÖSISCHEN WIRTSCHAFT

Für viele mittelständische Unternehmen ist und bleibt Frankreich der erste und wichtigste Auslandsmarkt. Die Treuhandgesellschaft InterGest will mit der inzwischen vierten Auflage ihres Investitionsführers Mittelständler beim Aufbau, der Restrukturierung oder der Erweiterung der unternehmerischen Präsenz im Nachbarland unterstützen. Die Publikation richtet sich an Menschen, die in den Unternehmen für die Strategie der Internationalisierung und ihre erfolgreiche Umsetzung verantwortlich sind. „Frankreich und seine Unternehmen sind in den letzten Jahren dynamischer geworden“, schreibt Professor Peter Anterist. Die Wirtschaft des Landes hat aber immer noch sehr starke Eigenheiten, die bei wichtigen Entscheidungen im Blick zu behalten seien.

128 Seiten, Softcover
Vierte, überarbeitete Auflage
ISBN 978-3-9820948-0-9,
18,00 Euro

Leseproben, Bestellung:
<https://globalbusiness-magazine.de/frankreich>



HAUSGEMACHTE FEHLER VERMEIDEN

Im Ausland sind erfolgsverwöhnte Mittelständler nicht immer und überall gleich Champions. Peter Anterist beschreibt die „elf beliebtesten Möglichkeiten, im Ausland Geld zu verbrennen“ – Holzwege und hausgemachte Schwierigkeiten, die man sich in Zeiten schwieriger Märkte besser spart: Oft ist es meist der Erfolg im Inland, der zu einsamen und nicht hinterfragten Entscheidungen im Auslandsgeschäft führt: „Alle hier geschilderten Ereignisse sind von wahren Fällen inspiriert. Personen und Produkte dazu sind natürlich frei erfunden.“

90 Seiten, Softcover,
Vierte, überarbeitete Auflage
ISBN 978-3-9817242-5-7,
14,00 Euro

Leseproben, Bestellung:
<https://globalbusiness-magazine.de/fehler>



NEUER HANDLUNGSSPIELRAUM IM AUSLAND - GERADE JETZT

Entscheider im Mittelstand, bei kleineren Unternehmen und Start-ups sind die Zielgruppe der Publikation „Erfolgreich im Ausland“. Herausgeber Peter Anterist hat dafür erfahrene Praktiker gebeten, ihre Anregungen in einem „Unternehmer-Briefing für die Internationalisierung“ aufzuschreiben. Die bewusst knapp gefassten Beiträge der mehr als 20 Autoren diskutieren die wichtigsten Handlungsfelder im Ausland: Diese reichen von Vertrieb, Messen, Marketing, E-Commerce, Personal über die Steuerung der Auslandsgesellschaft, das Kooperationsmanagement bis hin zur Nutzung von Fördermitteln und zum Währungsmanagement. Anterist will damit mittlere und kleine Unternehmen ermuntern, neue Chancen für Wachstum und die Unternehmensentwicklung jenseits der Landesgrenzen zu entdecken.

166 Seiten, Softcover,
Zweite, überarbeitete Auflage
ISBN 978-3-9820948-0-9,
25,00 Euro

Leseproben, Bestellung:
<https://globalbusiness-magazine.de/leitfaden>



INTERGEST®
WORLDWIDE

VERLAG
FÜR
INTERNETIONALE
BUSINESS
ENTWICKLUNG



Global. Für Sie vernetzt.

www.ahk.de

Als globaler Partner beraten, betreuen und vertreten wir deutsche Unternehmen weltweit, die ihre internationalen Geschäfte auf- oder ausbauen möchten. Mit über 140 Standorten in 92 Ländern überwinden wir gemeinsam mit deutschen Unternehmen regionale Eintrittsbarrieren, vertreten die Interessen der Deutschen Wirtschaft vor Ort und sind das Bindeglied zwischen den Kulturen. Wir sind Ihr Partner. Weltweit.



Deutsche
Auslandshandelskammern

 **PartnerWeltweit**