HANNOVER MESSE

GLOBAL BUSINESS MAGAZINE

SPECIAL EDITION 2023

ENTERING NEW MARKETS 17 - 21 APRIL 2023

New markets, new perspectives

Program of Global Business & Markets 2023, Hall 2

Conferences and Lectures

Exhibitors and Profiles

Markets and Partners

Reports and Opportunities

In Cooperation With:

DIHK Deutsche Industrie- und Handelskammer

Deutsche Messe Technology Academy

Supported by:

Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
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GTAI GERMANY TRADE & INVEST

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Knowledge is success: gtai.com

Dr. Volker Treier, DIHK Head of Foreign Trade, Member of the DIHK Executive Board

"Rough patches in international trade "

Supply chain problems, geopolitical risks, enormous price increases - the road to international trade has become rougher. The global economic consequences of the Corona pandemic and the Russian war in Ukraine have also affected the internationally interconnected German economy. What about Germany as an export nation?

With a foreign trade ratio for goods and services of around 90 percent, Germany is the most open economy of the G7 countries - and thus particularly dependent on multilateral trade rules, functioning supply chains and internationally competitive location factors. However, rising trade barriers are making it more and more time-consuming and expensive for companies to plan and conduct their foreign business. According to the current DIHK survey Going International, 56 percent of internationally active companies registered an increase in trade barriers last year - more than ever before in the survey.

The international competitiveness of the German economy is also under pressure in view of local conditions - such as a shortage of skilled workers, excessively lengthy planning procedures and in some cases considerably higher energy prices than in competing location markets, such as the USA. Added to this are rising interest rates due to excessively high inflation, weakening global demand and concerns about the stability of the financial markets. These challenges are preventing a stronger export upswing in the current year. The export expectations of our companies remain very subdued. In this mixed situation, German companies at home and abroad are very aware of the geopolitical risks in their business decisions: they are pushing ahead with de-risking at full speed by diversifying their supply chains and sales markets.

What is indispensable in the search for new business partners and suppliers? Personal contact! HANNOVER MESSE has always offered the ideal platform for this and is therefore an important building block for the international networking of German companies. The DIHK and the network of German Chambers of Commerce Abroad (AHKs) also support companies - which is why we are pleased to be at the Hannover Messe again this year.

Dr. Volker Treier
DIHK Head of Foreign Trade, Member of the DIHK Executive Board

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Über 150 Standorte.
In 93 Ländern.

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GLOBAL BUSINESS MAGAZINE

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EDITORIAL

GLOBAL BUSINESS & MARKETS

MARKETS & PARTNERS

MARKETS & PARTNERS

Program of Global Business & Markets, Hall 2

The key notes, lectures and panels on the Conference Stage of GlobaL Business & Markets in Hall 2 provide an update on economic developments worldwide. Speakers on industrial policy as well as international experts provide information on support programmes and opportunities in international markets.

April 17, 2023 11:10 - 12:10 | Hall 2, Indonesian Pavilion

Indonesian-German Business Summit at Hannover Messe 2023

Key Notes: Indonesian President H.E. Joko Widodo and German Chancellor H.E. Olaf Scholz

Panel: Jan Rönnfeld, Executive Director EKONID, Prijono Sugiarto, Astra International, and Martin Brudermueller, CEO of BASF

Monday, 17.04.2023

09:45 - 11:45	**CIIPA: Forum of German-Chinese intelligent production**
12:30 - 13:20	**Environmental Protection in Latin America: Support Laws for the Energy Transition** Dr. Julio Pereira, GTAI
13:30 - 14:20	**Friend-shoring as Solution to Global Supply Chain Uncertainties?** Dr. Volker Treier, Chief Executive Foreign Trade, Member of the Executive Board, DIHK
14:30 - 14:50	**Decarbonizing Industry - Trends and Solutions worldwide?** Dr. Marcus Knupp, GTAI
14:50 - 15:05	**Decarbonisation of industry - Spain** Oliver Idem, GTAI

Monday, 17.04.2023

15:05 - 15:20
Decarbonizing Industry: programs and implementation, planning and practice
Dr. Marcus Knupp, GTAI

15:30 - 16:20
Trade in challenging times
Karolis Zemaitis, Vice Minister for Economy, Government of Lithuania

16:30 - 17:20
Building Bridges — International Partnerships for Green Hydrogen
Philip Green, Australian Ambassador to Germany

Tuesday, 18.04.2023

09:45 - 10:35
Qatar meets the German Mittelstand
Key Note: H.E. Sultan bin Rashid Al-Khater Undersecretary , Ministry of Commerce and Industry (Qatar)

10:45 - 11:35
Foreign Market Entry Program - Opening New Markets
Andrea König, GTAI

12:30 - 12:45
ASEAN Forum
Key Note: Dr. Volker Treier, Chief Executive Foreign Trade, Member of the Executive Board, DIHK

Speakers: Dr. Tim Philippi, AHK Singapur / SGC

Daniel Bernbeck, AHK Malaysia / MGCC

Christopher Zimmer,AHK Philippinen / GPCCI

Dr. Roland Wein, AHK Thailand / GTCC

Björn Koslowski, AHK Vietnam

Jan Rönnfeld AHK Indonesien / EKONID

Katharina Wittke, Director South and Southeast Asia, Pacific, DIHK

14:30 - 15:20
Business Location Indonesia
Frank Malerius, GTAI

15:30 - 16:20
Portugal - a reliable partner in an ever-challenging time
Keynote: Bernardo Ivo Cruz, Secretary of State for Intern. Trade & Foreign Investment, Government of Portugal

16:30 - 17:20
Nearshoring and sourcing opportunities in Western Balkan 6
Milos Jankovic, Managing Director, Perfom

Wednesday, 19.04.2023

10:45 - 11:35
Malaysia Digital: Secure your supply chain resilience
Speakers: Mirko Götze, SCHOTT AG

Roland Mauss, German-Malaysia Round Table Düsseldorf

Raymond Siva, Investment MDEC

Zuhaila Sedek, MATRADE Frankfurt -

Daniel Bernbeck,AHK Malaysia

12:30 - 13:20
Nuevo León México leads nearshoring in North America
Keynote: Samuel Alejandro García Sepúlveda, Governor Nuevo León

14:30 - 15:20
German-Brazilian cooperation in the Green Hydrogen sector
Speakers: Monica Panik, Brazilian Hydrogen Association

Gianna-Maria Pedot, GIZ

Ulf Behrens, H2 Core Systems

Katrin Lampe, AHK Brasilen

15:30 - 16:20
Business Location Indonesia
Supply Chain Partnership and Open Innovation with Japanese Companies

Key Note: Toshiki Wani, Director General, Japan External Trade Organization (JETRO)

16:30 - 17:20
Sustainable Initiatives in Brazil: Call for Partners
Speakers: Marcelo Thomé da Silva de Almeida, Instituto Amazônia+21

Jefferson de Oliveira Gomes and Frederico Lamego de Teixeira Soares - CNI/Senai

Thursday, 20.04.2023

13:30 - 14:30
Decarbonized and digital Finland — Future solutions for energy and industry
Dr. Helmi-Nelli Körkkö, Business Finlan

Valtteri Tanninen, Process Genius

Henrik Johansson, Casimiro Industrial Energy Solutions, Adven

Markus Ovaskainen, Merus Power Plc.

14:30 - 15:00
The Perfect Match? Why Norway and Lower Saxony are ideal partners for the hydrogen ramp-up
Alexander Bedrunka, Niedersächsisches Wasserstoff-Netzwerk

Gerda Geyer, Innovation Norway

GTAI Lectures at HANNOVER MESSE 2023

All Events take place in Hall 2 | Global Business & Markets, Conference Stage, D54

17.04.2023, 12:30 – 13:20

Environmental Protection in Latin America: Support Laws for the Energy Transition

In Latin America, the issue of climate protection has become a central theme in the various legal systems. Both constitutional rules and ordinary laws regulate the various aspects of the problem. New forms of energy and increased use of renewable energy are being promoted. In this context, it is necessary to be aware of the new incentive laws in the several countries. The lecture will take a look at the general legal panorama in Latin America on this subject.

- Speaker: Dr. Julio Pereira

17.04.2023, 14:30 – 15:20

Decarbonizing Industry - Trends and Solutions worldwide

Germany Trade & Invest has analyzed recent developments towards decarbonizing industry in ten major countries. Join us and take a look at trends and solutions in France, the United Kingdom, Italy, Spain, Poland, the US, China, Japan, India and this year's partner country, Indonesia.

- Speaker: Marcus Knupp, Oliver Idem, Raphael Goldstein

18.04.2023, 10:45 – 11:35

Foreign Market Entry Program - Opening New Markets

The Foreign Market Entry Program of the Ministry for Economic Affairs and Climate Action supports German small to medium-sized enterprises that want to expand their economic partnerships and increase the business they do abroad. It funds around 150 projects around the world. This session will present projects, going on from Indonesia to Singapore to Egypt, in areas including robotics, machine construction and recycling.

- Moderator: Christian Tippelt
- Panelists: Andrea König, Germany Trade & Invest, Thomas Nytsch, SBS systems for business solutions GmbH, Matthias Mauz, MENA business GmbH, Martin Kohoutek, AHK Indonesien

18.04.2023, 14:30 – 15:20

Business Location Indonesia

In recognition of the HANNOVER MESSE's Partner Country, Germany Trade & Invest takes a look at Indonesia's economic structure, foreign trade, and energy and industrial policy.

- Speaker: Frank Malerius

Meet our experts

We offer presentations for delegations from North America, Europe and Asia who are interested in opportunities in Germany as a business location over the course of Hannover Messe. Our industry experts would be delighted to meet you at Hannover Messe 2023 to discuss opportunities for expansion to the German market.

For appointments or further inquiries please contact:

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  Germany Trade & Invest
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  +49 151 171 500 19

CIIPA Events at HANNOVER MESSE 2023

17.04.2023, 09:30-10:00 | Hall 2, Global Business & Markets

Opening ceremony of the “Invest in China” exhibition stand and the “Invest in China Year - Germany”

Topic: New forms of intelligent production, new opportunities for cooperation

17.04.2023, 10:30-12:00, Hall 2 | Global Business & Markets, Conference Stage

Annual Meeting of the Working Group for the Promotion of Sino-German Intelligent Productione

Topic: Re-Upgrading the Production Engine.

- Opening Speech LI Yong, Deputy Director General of the Investment Promotion Agency of Ministry of Commerce, P.R. China
- Reports Working Group for the Promotion of Sino-German Intelligent Production
- Special presentations “Cross-border Industrial Cooperation” by Chinese cities and enterprises (Beijing, Jinan, Pinghu. Yangtze Delta)

17.04.2023, 14:30-17:00 | Deutsche Messe Technology Academy/ Pavilion 36

Opportunities in China - Sino-German Cooperation Forum for Intelligent Production 2023

Topics:

- Win-win cooperation at both ends of the Belt and Road - New forms of intelligent production, new opportunities for cooperation
- Special Presentation Fraunhofer IFF Future Competitiveness of SMEs, Digitalized Economy and Sustainable Development
- Smart manufacturing strengthens quality production
- Development of smart manufacturing and the path of cooperation between government and business

17.04.2023, 18:30-20:30 | Danish Pavilion Boulevard of the EU 11, 30539 Hannover

CIIPA & Partners Networking Dinner: **Kick-off event for the German-Chinese Automotive Congress 2023**

Host:

- Investment Promotion Agency of Ministry of Commerce of P.R. China (CIPA)

Partner:

- Verband Deutscher Hidden Champions (VDHC)
- Bundesverband für Wirtschaftsförderung und Außenwirtschaft (BWA)
- Fraunhofer IFF
- Verband Deutscher Maschinen- und Anlagenbau (VDMA Ost)

Co-Organizer

- Yangtze Delta Region Institute of Tsinghua University, Zhejiang
- Beijing Municipal Commerce Bureau
- Beijing Investment Promotion Service Center
- Jinan Investment Promotion Bureau
- Wirtschafts- und Technologienentwicklungszone Pinghu
- Arbeitsgruppe zur Förderung der deutsch-chinesischen Intelligenten Produktion

Organizer:

- China International Investment Promotion Agency (Germany) (CIIPA)

Exhibitors of Global Business & Markets, Hall 2

AICEP	Portugal	B46
AHP International	Germany	E34
Akron, City of	USA	D50
AMSDE	Mexico	C22
China International Investment Promotion	PR China	C40
Confederacao Nacional da Industria (CNI)	Brazil	D22
DIHK und AHKs	Germany	C43/1
East Montgomery County	USA	E50
Germany Trade & Invest	Germany	C43
Guidance Tamil Nadu	India	G44
Institute for Business Competitiveness	Spain	D38

Invest in Georgia	Georgia	E38
Investitions- und Marketinggesellschaft Sachsen-Anhalt	Germany	D38/1
Istanbul Chamber of Commerce	Turkey	B46
Korea Trade-Investment	Rep. of Korea	D40/1
Liaoning Longyu Exhibition	PR China	D46
Maharashtra Industrial Development	India	E36
Malopolska	Poland	D34
Pomeranian Region	Poland	D34/1
Transatlantic Business & Investment	USA	E46
Western Balkans 6 CIF		E30

The following German Chambers of Commerce are present at HANNOVER MESSE 2023:

- Austria
- Brazil - São Paulo
- Bulgaria
- Bulgaria
- Canada
- Colombia
- Estonia
- Finland
- Germany - DIHK
- Germany - Hannover
- India
- Indonesia
- Iran
- Lithuania
- Malaysia
- Netherlands
- New Zealand
- Philippines
- Portugal
- Romania
- San Francisco
- Saudi Arabia
- Serbia
- Singapore
- Slovakia
- Slovenia
- USA - Chicago
- USA - New York

Nuevo León

Nuevo León is located in the northern part of Mexico and shares a border with the United States. This proximity to the US has made it an ideal location for companies looking to outsource business processes such as manufacturing, IT services, and customer support. The state also has a highly skilled workforce, with a large number of trained engineers, technicians, and other professionals. In addition to its location and workforce, the state government has also invested heavily in infrastructure, including highways, airports, and technology parks, to support the growth of the local economy.

As a result of these factors, Nuevo León has emerged as a leading destination for nearshoring in Mexico. Many multinational companies have established operations in the state, including major players in the automotive, aerospace, and technology industries. The growth of nearshoring in Nuevo León has also had a significant impact on the local economy, generating jobs, investment, and other benefits for the region.

Event & Contact
Nuevo León México leads nearshoring in North America
19.04.2023 | 12:30 - 13:20 (CET)
Hall 2, Stand D54
Emmanuel Loo, Deputy Secretary of Economic Development
emmanuel.loo@nuevoleon.gob.mx

INVEST IN GEORGIA

Invest in Georgia is the investment promotion and facilitation arm of the country of Georgia. It provides one-stop shop services for investors, ensuring they can connect to relevant stakeholders and receive relevant information. Invest in Georgia supports companies before, during and after the investment process, also providing incentives for investment.

Recent investors are already benefiting from Georgia's highly qualified workforce, low operational costs, low utility costs, low taxes, access to large markets through free trade agreements, clean and green power, strategic location, ease of doing business and specialized incentives. Companies interested in finding a new home should definitely take a look at Georgia.

Contact
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(995) 595 851 131

Invest Qatar

Whether you are considering Qatar for your headquarters, your R&D hub, or your regional outpost, we are ready to support you to pursue your ambitions, advance your business growth and achieve long-term success. Qatar offers a stable and resilient economy, located at the gateway between East and West with 2 billion people across 25 economies worth $6 trillion in combined GDP all within 3,000 km. With award-winning infrastructure, a young and highly educated talent pool, a supportive business environment and an unparalleled lifestyle as the safest country globally with one of the world's best healthcare and education systems, Qatar is the best home in the Middle East for your business.

Contact
Visit **invest.qa** to learn more about the many exciting opportunities available across sectors in Qatar, or contact **Sunny Hindwani**, Head of European Markets at **s.hindwani@invest.qa**.

Yara

Yara grows knowledge to responsibly feed the world and protect the planet. Supporting our vision of a world without hunger and a planet respected, we pursue a strategy of sustainable value growth, promoting climate-friendly crop nutrition and zero-emission energy solutions. Yara's ambition is focused on growing a nature positive food future that creates value for our customers, shareholders and society at large and delivers a more sustainable food value chain. To achieve our ambition, we have taken the lead in developing digital farming tools for precision farming, and work closely with partners throughout the food value chain to improve the efficiency and sustainability of food production. Through our focus on clean ammonia production, we aim to enable the hydrogen economy, driving a green transition of shipping, fertilizer production and other energy intensive industries.

Founded in 1905 to solve the emerging famine in Europe, Yara has established a unique position as the industry's only global crop nutrition company. We operate an integrated business model with around 17,000 employees and operations in over 60 countries, with a proven track record of strong returns. In 2021, Yara reported revenues of USD 16.6 billion.

Contact
Yara.com
Norwegian Pavilion Hall 13, D20
kate.langstrom@yara.com

Stand of CIIPA Germany, Hall 2, D 40

Beijing

Beijing, the capital of China, is the political, cultural, international exchange and scientific and technological innovation center of China. 2022, Beijing achieved a regional GDP of over US$600 billion, FDI of US$17.41 billion. By the end of 2022, Beijing had more than 2.36 million actual market entities. 54 headquarters of the world's top 500 enterprises located in Beijing, the number of which has ranked first among world cities for 10 consecutive years.

Beijing promotes high-quality development with science and technology innovation as the driving force. Beijing has a high concentration of high-end talent and scientific resources, with more than half of the members of China's Academy of Sciences and Academy of Engineering, a quarter of China's key national laboratories, and more than 400,000 R&D personnel. Beijing has been ranked the top city in Nature Index - Science Cities for the sixth consecutive year. Beijing vigorously develops strategic emerging industries, with a focus on supporting New-generation IT, Pharmaceutical and Healthcare Industry, Integrated Circuits, New Energy Smart Car and other high-precision industries. Innovative enterprises can enjoy better policy support, service protection and development environment in Beijing.

Beijing is the financial management centre of China. The headquarters of China's largest banks, insurance, securities, funds and investment companies are all located in Beijing, and the total financial assets under management account for half of China..Beijing is providing institutional support to opening-up through a pilot program on norms, regulations, management rules, and standards.

Contact

Beijing Municipal Commerce Bureau
Beijing Investment Promotion Service Center
Mr. Yan Chen
Phone: 86-10-89153737
Email: chen_yan@invest.beijing.gov.cn

Jinan

Jinan, also known as the Quancheng (Spring City), is the capital city of Shandong Province, a major economic province on the eastern coast of China and the hometown of Confucius. It is also the political, economic, cultural, scientific and technological, educational and financial centre of Shandong Province, and one of the most famous historical and cultural cities of China. It has a total area of 10,244 , a resident population of about 10 million, a total GDP of about $180 billion in 2022, 52 universities, including Shandong University, with more than 800,000 students; 985 research and development institutions at the provincial level or above, and 200 academician expert workstations.

Jinan has a strong industrial base, covers all industrial sectors and is one of the cities with the largest number of industrial sectors in China. Among them, two industries, namely new-generation information technology, intelligent manufacturing, and high-end equipment, have reached 400 billion in scale. The scale of the fine steel and advanced materials, biomedical and health industries has reached 200 billion, and famous enterprises such as Shandong Heavy Industry Group, Inspur Group, Second Machine-tool Group Co., LTD., China National Heavy Duty Truck Group Co., Ltd. and Qilu Pharmaceutical have gathered and developed rapidly in Jinan. Jinan Yaoqiang International Airport has 204 air routes to 120 cities at home and abroad, and the "Qilu" China Railway Express reaches 41 cities in 13 countries in Europe and Asia every day.

Of the 86 Fortune 500 companies established in Jinan, 27 are from EU countries. Multinationals such as Festo AG & Co. KG, Continental AG, Ergo Life Insurance Co., Ltd, Bosch, and Voss Group have located in the Sino-German SME Cooperation Zone in the high-tech zone of Jinan.

Contact

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Pinghu (PEDZ)

Pinghu Economic-Technological Development Zone (PEDZ) was established in August 1996. In 2000 PEDZ was approved as a provincial-level development zone, and in 2013 upgraded to a national-level development zone. PEDZ borders on Shanghai and faces to Hangzhou Bay, it is located in the center area of Yangtze River Delta, Shanghai, Hangzhou, Suzhou and Ningbo are within the 90-minute traffic circle of Pinghu. The total area of PEDZ is 65 square kilometers. PEDZ is the only Japanese investment park approved by the provincial government, and is a provincial-level demonstration zone for emerging industry of foreign investment, Zhejiang Sino-Japanese (Pinghu) Industrial Cooperation Park, Zhejiang Sino-German (Pinghu)Industrial Cooperation Park, Sino-German SME Cooperation Zone approved by MIIT, National Transformation & Upgrading Zone of the Yangtze Delta Economic Belt Entitled by NDRC. In the meanwhile, PEDZ is listed as Top Ten for introducing foreign investment and foreign trade value in Zhejiang for 22 years continuously.

PEDZ has cultivated and formed three leading industries: advanced equipment manufacturing (especially machine tool and auto parts manufacturing), digital economy (especially automobile electronics, industrial automation and communication electronics) and biotechnology industries (especially food, medical instruments).There are more than 1,000 enterprises in PEDZ, including nearly 300 foreign enterprises, covering investment entities from more than 30 countries around the world. It is one of the most concentrated areas of foreign-invested enterprises in Zhejiang Province with settled enterprises such as ABB, Eppendorf, thyssenkrupp, DMG Mori, Liebherr, Autoneum, DB Schenker, Viessmann and Schaeffler from Germany or Switzerland, Lear, Tenneco, Textron, ADM and Cargill from USA, Nidec, Samsung, SK, Tsugami, Kobelco, JFE and Nissin from Japan and South Korea.

Contact

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Yangtze Delta Region Institute of Tsinghua University, Zhejiang

Yangtze Delta Region Institute of Tsinghua University, Zhejiang is a pioneer and leading player in co-establishing an innovative carrier for university research talents, research innovation and industrialization of research results. On December 31st, 2003, the Zhejiang Provincial Government and Tsinghua University, in the celebration of a strong synergy forged, co-founded the Yangtze Delta Region institute of Tsinghua University. Against the backdrop of the Regional Planning policy for the Yangtze Delta Region approved by the State Council and backed by technologies and great minds from Tsinghua university, the Yangtze Delta Region institute grew increasingly involved in technological innovations and services, commercialization, industrial upgrading, internationalcooperation, and talent development.

Throughout its operations, the institute bears in mind its commitment to advancing, both scientifically and harmoniously, the economic development of the Yangtze Delta Region.

- Guideline: Committing to scientific research, and dedicating to industrial development.
- Development Orientation: Functioning as a bridge for the cooperation between
- Zhejiang Province and Tsinghua University, a cradle for professionals training, a platform for technology innovation, and a base for scientific and technological achievement transfer.
- Development Mode: Compass Septet - Government, Industry, Academia, Research, Investment, Intermediary, and Application

Contact

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www.tsinghua-zj.edu.cn

Amidst Russia's war on Ukraine, how is diversification affecting the promotion of the EU's largest economy? Julia Braune, recently appointed Chairwoman and CEO of the German government's international economic promotion agency, Germany Trade & Invest (GTAI), has some answers.

“The changes have made it easier to promote Germany”

Julia Braune, Chairwoman and CEO of the German government’s international economic promotion agency, Germany Trade & Invest (GTAI), on the diversification situation

Ms. Braune, since the supply chain disruptions of the coronavirus pandemic and Russia’s attack on Ukraine, diversification has become a watchword around the world. What’s the situation in Germany?

The larger and more complex a country’s economy, the more it needs to avoid becoming overly dependent on single partners, be they suppliers or markets.

This lesson became particularly evident after Russia’s attack on Ukraine as imports of Russian natural gas to Germany became political untenable and ceased entirely. It’s impressive how successful Germany’s response has been thus far. The horror scenarios often envisioned in the press of major gas shortages haven’t materialized. Germany quickly secured alternative sources of natural gas, built liquefied natural gas (LNG) terminals in record time, and accelerated and expanded its already substantial commitment to renewable energy sources and energy conservation measures. It’s a great practical example of how diversification works.

> Energy Policy - a great practical example of how diversification works

So what can you say about sustainability as a central German economic issue?

The change in the name of the ministry GTAI works for from the Ministry for Economic Affairs and Energy to the Ministry for Economic Affairs and Climate Action speaks volumes. Commitment to a sustainable future is now intrinsically linked with Germany’s economic prosperity. And with the strategy of diversification, of course.

This commitment is evident in legislation and government incentive programs covering everything from green hydrogen as an energy carrier to energy-efficiency technologies like heat pumps to dramatic expansions in wind and solar power generation capacities to electric mobility and electric vehicle charging infrastructure. And polls show that German companies – from the industrial and technological giants on down to the SMEs that are the backbone of the German economy – are fully behind the transition to clean energy.

> Technological sovereignty is key to ensuring the smooth running of an economy like Germany’s

Another aspect of diversification is technological sovereignty. How is that playing out in Germany?

Technological sovereignty is key to ensuring the smooth running of an economy like Germany’s. The EU is keen to keep the availability of key technologies and components under the bloc’s control, and as the heart of the EU geographically, Germany is in the thick of this trend. This affects everything from batteries to microchips and solar panels.

What effect have these shifted priorities had on GTAI’s activities of helping German companies do business abroad and assisting international companies setting up shop in Germany?

If anything, the changes have made it easier to promote Germany as a business location. On the Trade side, Germany benefits from being a reliable supplier of the highest quality products and technologies. On the Invest side, the advantages of international companies being on the ground in Germany are more evident than ever before. GTAI believes that we all prosper through international economic cooperation and exchange. That is one reason we’re so happy the HANNOVER MESSE has returned, and we’re very glad to be here.

- **Germany Trade And Invest (GTAI)**
  Hall 2, Stall C43

“We need to become faster and more digital here”

Achim Dercks, Deputy Managing Director of the DIHK on the opportunities for international specialists in Germany and the required contribution of local companies and authorities.

„Oh, how beautiful Canada is“ seems to be in the headlines of many newspapers. How far is Germany from this description for proficient workers?

Our companies are certainly attractive to well-trained international proficient workers. However, our immigration cases are often too complicated, too bureaucratic and take too long to process documents. We need to become faster and more digital here. In general, the lack of digitization in many areas of life can deter skilled employees from working abroad.

Aside from that, high tax, social security contributions as well as limited and expensive housing might also prevent people from coming to Germany. Without sufficient German language skills, it is often difficult for international professionals. It would therefore be helpful if, for example, initial contacts with the immigration authorities could also be conducted in English.

Which of the recently adopted measures of the Skilled Immigration Act (FEG) now need to be implemented efficiently? What is still missing?

It is important that the regulations in the FEG are as simple and transparent as possible so small businesses can understand them and, as a result, recruit more skilled workers from abroad. Since many of the government’s ideas are heading in the right direction, it would be a shame if they were not implemented. For example, making it easier for immigrants to find jobs is a good approach. However, the points system via the opportunity card poses a danger of the occurrence of new bureaucracy, especially, if the already overloaded immigration authorities are supposed to manage it.

What „homework“ should companies do in terms of the Welcome Culture in order to stay competitive?

Many companies are already doing a lot here. For example, some employees act as mentors in the company to help new colleagues to integrate. Companies also provide support in language acquisition or finding accommodation. Because many proficient workers from abroad do not speak German at the time of arrival, companies need to be realistic. However, it is also important for organizations to cooperate with other institutes, such as Welcome Centers in regions, in order to integrate their employees into the foreign field.

How do you see this: Does the „War for Talents“ also apply to the foreign locations of German companies?

German companies operating abroad also compete for talent with local and foreign companies. German employers enjoy a high level of recognition among skilled workers due to their traditional strengths, such as long-term planning, social security, and their investments in training and continuing education. “Make it in Germany” continues to have a strong appeal. There is the so-called “Blue Card” for competent professionals which allows them to be employed in the entire EU. Almost 95% of all European Blue Cards are issued by Germany.

> “Make it in Germany” continues to have a strong appeal

How do the German Chambers of Commerce and Industry (DIHK) along with the Chambers of Commerce Abroad (AHKs) provide local support in recruiting skilled workers?

For a long time, the AHKs have been recruiting skilled workers for German companies on-site. According to our recent survey, recruitment services are offered in more than 20 locations. In addition, some AHKs have already gained experience in hiring proficient employees for the German labor market. The DIHK supports this with projects which accompany international professionals on their way to the German labor market, from consulting alone to integration into the labor market.

■ **DIHK**
Hall 2, Stall C43/1

Innovation as a joint effort

Yaojun Xu, Director of CIIPA Germany, on German-Chinese cooperation opportunities in the field of intelligent production.

In recent years, the Chinese government has attached great importance to the development of the smart manufacturing industry and has focused on the integrated development of the digital economy and the real economy. Innovative applications and the integrated development of smart manufacturing industry will be crucial factors of realising the new development pattern of two circuits during the period of China's 14th Five-Year Plan. As the largest manufacturing base in the world, China has a huge market volume, a complete range of industries and obvious advantages in human resources. With the rapid development of e-commerce and the network economy, the field of smart manufacturing has also made significant progress. Unique leaps in innovation are emerging here.

Germany is also considered a strong manufacturing location. Its scientific and technological strength, solid basic research, fruitful innovation achievements and the world-renowned spirit of perfect craftsmanship all contribute to this. Germany has driven "Industry 4.0", opening the way to the "Internet of Everything". In the manufacturing sector,

CIIPA-Germany Director Yaojun Xu

China and Germany have their specific advantages and are highly complementary in terms of resource endowments, making them “golden partners” for innovation cooperation.

In the future, with an expanded open cooperation space, there are new opportunities in the smart manufacturing industry in China and Germany. Two factors deserve special attention.

> Smart innovations, in which enterprises play the main role, broaden the scope for new technologies and business

On the one hand, the government, industry and regional clusters have joined forces in a joint effort to deepen cooperation between Chinese and German industry. The 14th Five-Year Plan of the Chinese government and China’s long-term goals until 2035 clearly envisage the acceleration of digital development as well as the digital transformation of SMEs. Jiangsu, Guangdong, Sichuan, Shandong and other important economic regions have already established sites for Sino-German SME cooperation, attracting a large number of enterprises with German funding.

On the other hand, smart innovations continue to emerge in which enterprises play the main role. This broadens the scope for new technologies and business models in the digital transformation, Chinese manufacturing enterprises are constantly moving from exploration and practice to innovative applications. More and more manufacturing companies have achieved technological breakthroughs and accelerated the modernisation of production through cross-border investment and cooperation, combined with German concepts for Industry 4.0. As a result, the global smart manufacturing industry is gaining new momentum.

In September 2019, we launched the German-Chinese Working Group on Investment Promotion in the Smart Manufacturing Industry together with the Federal Association for Economic Development and Foreign Trade (BWA), the Association of German Hidden Champions (VDHC), the Academy of Sciences and Literature Mainz and the Deutsche Messe Technology Academy. In April 2022, the Fraunhofer Institute for Factory Operation and Automation (Frauenhofer IFF) became a new member of the working group. The working group sees itself as a specialised service platform in the field of investment and cooperation between the Chinese and German smart manufacturing industries. “Industry-centred and demand-oriented”, it stimulates practical cooperation, for example at the German-Chinese Intelligent Production Forum at the Hannover Messe. This brings together investors, capital and resources of the industrial organisations. and gives new impetus in local locations - for smart manufacturing cooperation as well as optimisation of supply chains.

> Industry-centred and demand-oriented initiatives stimulate practical cooperation

CIIPA Annual Report 2022/23

The annual report of CIIPA 2022/2023 demonstrates the potential of industrial cooperation between companies from China and Germany through numerous company reports and interviews.

Download:

https://www.ciipa.de/report

Indonesia: A dynamic market full of opportunities

Jan Rönnfeld, Executive Director of the German-Indonesian AHK, on the importance of Indonesia as a partner and its fast growing business sectors

With Indonesia as a partner country at the HANNOVER MESSE this year, the focus lies on a country that has been missed out or rather disregarded by many German businesses. Yet, there is hardly any country in the world that has undergone such constant social and economic development. With the motto “Making Indonesia 4.0”, the country presents itself as a potential market for industrial transformation technologies and will demonstrate successful examples thereof, as well as the government’s future plans to sustainably modernize the country and its industries.

What makes Indonesia an exciting long-term partner?
Indonesia is an archipelago consisting of approximately 17,000 islands located in Southeast Asia. As part of ASEAN, Indonesia is strategically located in the middle of large and fast-growing countries and oceans. Moreover, Indonesia is home to approximately 280 million people and it also has the fourth largest population in the world.

Indonesia is rich in both fossil resources and mineral resources. The temperate tropical climate and volcanic nutrient-rich soils make the cultivation of palm oil, natural rubber, cocoa and coffee in large quantities possible.

Opportunities for technology sales and partnerships abound in Indonesia
The government’s current focus is on increasing the added value in the country, especially in the processing of raw materials. For example, as the country with the world’s largest nickel deposits, Indonesia has managed to become the world’s largest exporter of stainless steel within the last few years. Indonesia has increased its share of the global nickel market which is relevant for the production of batteries and will grow to almost two thirds of the world’s mined nickel by 2030 with an investment volume of more than USD 25 billion.

GDP (in %) BY SECTORS	
Services	50 %
Agriculture	12 %
Mining	9 %
Construction	8 %
Manufacturing	20 %

Another sector that has grown particularly strongly in Indonesia in recent years is Information Technology and Communication (ITC). The fast-growing and young middle class of the country is creating a huge demand for digital products and services. The government supports this development in many ways by including the necessary infrastructure such as broadband cables, tax incentives for technology companies as well as the development and use of e-government services which lead to a rise of the digital economy. The vibrant ITC sector is one of the reasons why Indonesia has become the second largest market for IPO listings in Asia behind China.

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Brazil: Green Powerhouse and Digitization Hub

In the context of the current geopolitical shifts, Brazil can play a new role in the global economy and is an ideal partner for Germany's strategic interests

Germany is already Brazil's largest European economic partner: more than 1,500 German subsidiaries generate around 10% of Brazil's industrial gross domestic product and create 250,000 direct jobs.

The growing demand for green energy of the country makes it an increasingly important investment location for Germany. Brazil

- produces 80% of its electricity with hydropower plants, solar parks and wind farms. This allows the country to be a global supplier of Green Hydrogen
- can make a significant contribution to decarbonization and meet the world's climate and environmental policy objectives
- plays a crucial role in the diversification of sustainable supply and value chains
- ranks second globally in the digitization of public services

This assessment comes from the World Bank (2022), which evaluated the current state of digital transformation in public services in 198 countries. For example, since electronic voting was used during the last presidential election in 2022, its result was announced after only 5 hours.

80%

OF BRAZIL'S ENERGY IS PRODUCED VIA GREEN ENERGY SOURCES

Brazil is considered to be one of the countries in Latin America that focuses primarily on the development of "Industry 4.0" and logistics. In a country of continental proportions and great potential, projects in the framework of digitalization, automation and artificial intelligence (AI) are promoted above all.

Brazil is going through a culture of innovation that paves the way to the beginning of a new era for the expansion of the 5G network, telecommunications, communications and information technology. Due to a wide range of services and projects, the AHKs in Brazil seem to be the right contacts for German companies that prefer to gain a foothold in the country of South America.

As an official travel partner of the DLG, the AHK Rio Grande do Sul has been organizing trade visits to the Agritechnica and EuroTier trade fairs since 2008 and has been involved in the two agricultural trade fairs, called Expodireto and Expointer, for more than 20 years. Moreover, Rio Grande do Sul is also responsible for official German participation in these trades.

While AHK Rio helps the Central Foreign and Specialist Placement Office (ZAV) in all the necessary processes to recruit Brazilian specialists who are eager to live and work in Germany, the AHK São Paulo supports exhibitors and visitors at trade fairs as well as facilitates the participation of German joint stands by representing them at the important Brazilian and German trade fairs as, for instance, HANNOVER MESSE.

This year you can find us at the Global Business & Market Stage of HANNOVER MESSE. We aim to provide you with several aspects of the Brazilian market in the field of Green Hydrogen.

AHK Deutsch-Brasilianische Industrie- und Handelskammer
Câmara de Comércio e Indústria Brasil-Alemanha
MERCOSUL

April 19, 2023, from 2:30 p.m. to 3:20 p.m.
Global Business & Markets Stage

"Shaping the Change - German-Brazilian Cooperation and Experience in the Green Hydrogen Sector"

A joint event of DIHK, AHK São Paulo, H2 Core Systems and GIZ.

New Tigers in Central Asia and the South Caucasus

Expert Ulf Schneider, who has been active in "Osthandel" for many years, on current developments and prospects for German companies

Mr Schneider, how is the situation of your company since we met at HANNOVER MESSE?

It is an extremely difficult situation, a real tragedy. My thoughts are with the families of my colleagues every day and with all the people who are suffering in Ukraine. Our office in Kiev continues to function, we have very good dedicated staff who are all well, thank God. We have not lost a single customer in Kiev. The whole development hits me mentally very hard. We have reached a point where you need lots of creativity, perseverance and strong nerves to get through this time.

The nerve strength - what did that look like with your clients, the German companies?

There are no simple answers because circumstances can sometimes change every month, every week or every day as well. At first, people in the companies held their breath, they did not really know what was happening. On the morning of 24 February 2022, when my colleague from Kyiv wrote to me, I too did not yet want to believe what had happened. Many companies I know in Russia were initially of the opinion that they should not give up their business in the spirit of understanding and the business contacts they had built up. But then they changed their minds - often simply because of public pressure. This changed a little in the summer of 2022 when this pressure eased somewhat. Decisions were then made more often again that were entrepreneurial and business-related. One should not be deceived: the majority of German companies have remained in Russia. Often with less commitment, which is partly due to the sanctions and to the logistical restrictions, which have since returned to normal. The sanctions legislation and the upcoming packages will continue to significantly restrict entrepreneurial activity in Russia.

Is the sale of assets in Russia a prospect? Are there any buyers at all?

For a certain time, the management buy-out was the preferred option. A well-known case is Kühne + Nagel, which was sold to the German general director in Russia and subsequently renamed the company. There are also several examples of companies that have sold to institutional investors. They are very interested in taking over Western companies including the technology behind them for Russia. There are indeed many difficult legal questions here, but also technical ones. A naturally very difficult decision for any shareholder in the West is the market value that can be expected. A large technology group, for example, terminated the contract and transferred the know-how on a large scale to a Russian state-owned company. Overall, I wonder if it makes sense to transfer the know-how just to be able to leave the market. By the way, the companies that stay in Russia and try to continue their business find a relatively good climate with the state authorities, as long as they feel the will that you want to do business in the country as a foreigner.

What role does Central Asia play for the SCHNEIDER GROUP and for your customers?

I meet many German managers in Kazakhstan and Uzbekistan whom I have seen in Moscow in the past. At the same time, I see that Central Asia is growing together with the South Caucasus, i.e. Azerbaijan, Georgia, Armenia, to form a Trans-Caspian region. These countries can continue what began thirty years ago with the Asian tiger states. I believe that the Eurasian Tigers in Central Asia and the South Caucasus can be such a success story! The entire region is home to over 70 million people, and the strongly emerging countries are very well suited for production development, especially Uzbekistan, but also Kazakhstan. A region that can be a point of geostrategic friction, but which on the other hand maintains good relations in all directions, in the sense of "multi-vector foreign policy". With China - via the development of the new side road towards Europe, with Russia as still one of the largest trading partners. But the European Union and the USA are also expanding their economic relations with these countries. These Trans-Caspian countries will have to push certain reforms of their economic and especially financial systems and also continue to work on legal security in order to succeed as Eurasian tiger states.

> Central Asia and South Caucasus can continue what began thirty years ago with the Asian tiger states

So despite the very difficult situation, you are cautiously optimistic and above all enterprising?

As an entrepreneur, I have to react to all the developments with my decisions. I founded my company in Moscow exactly 20 years ago. We then went to Saint Petersburg and Kyiv. Then, step by step, the branches in practically all the surrounding countries were added. I am very happy about that today. I have now opened four more offices, and we will continue to grow in order to be represented throughout Central Asia and the South Caucasus. There will also be more offices in the Baltic States. And I believe that the Western Balkans will be a new, interesting region. These are all regions and countries where we as SCHNEIDER GROUP will set new accents.

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Building Intercultural and Scalable Tech Teams

Amalitech is bringing African tech talent and European companies together

The shortage of IT professionals is stalling digital transformation. Companies must take new paths and look at international labour markets to remain competitive. In Africa, more than 2 million bright ICT students graduate from university every year but can hardly find a job. A promising cooperation model is now bridging European companies with African tech talent.

In the age of remote and new work, distance is no longer a barrier. It no longer matters whether the employees work 50 or 5000 km away. Many companies have outsourced activities to Asia to remain cost-efficient and meet their demand for digital experts. However, skilled workers are also becoming increasingly limited there, and wage and salary costs are rising simultaneously. Africa, on the other hand, still offers a significant and primarily undiscovered potential of digital talent.

Africa has the world's youngest population (40% are younger than 15), and around 20 million students graduate from university every year. 11% of these graduates have studied ICT (Information and Communications Technology). However, only a few find a job in the formal sector. Creating sustainable jobs in Africa and solving the skills shortage can be achieved by cooperating with African digital talent. Martin Hecker, an ex-senior partner at Boston Consulting Group, has developed a model with Cologne-based AmaliTech that removes all entry barriers and risks for companies and makes exploring the African labour market easy. AmaliTech trains young graduates free of charge in the digital field and brings them to an internationally competitive level. Soft skills training prepares them for successful collaboration with European companies. Upon completing the training, they are offered a job at one of the AmaliTech offices in Ghana or Rwanda, where they can closely collaborate with international clients.

The model allows companies to build scalable tech teams in Africa at competitive rates and to work with them on a long-term basis. Finally, the teams built can be transferred to a separate legal entity in Africa if desired. Clients appreciate that their teams in Africa work in almost the same time zone, and communication runs very easily as English is the official language in Ghana and Rwanda. Certifications like ISO27001, ISO9001 and TISAX prove quality management and high cyber security standards.

It is an innovative and special business model that is social and self-sustaining. All surpluses generated are reinvested in training the next generation of technology leaders and local social projects. By working together, companies improve their competitiveness and, at the same time, invest in a social project that creates career prospects in Africa. Are you ready to build scalable, international tech teams for your company? Together, let's drive forward your digital agenda while simultaneously creating sustainable job opportunities for the youth in Ghana and Rwanda!

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Morocco's Start-ups and SME - Partners for digitalization

The Competence Center on Automation (CCoA) is a joint intitative for knowledge transfer and economic development in Morocco and promotes the dialogue between Moroccan start-ups, SMEs and the German industry

At an online matching event on 07 February 2023, the young companies presented themselves in pitches - and showed a high level of industrial solutions development. Morocco offers rich potential for industrial cooperation, due to its renowned universities and its dynamic start-ups and SMEs within a global network.

The seminar in December provided information on how internationally active companies can cooperate successfully with Moroccan partners, and discover potential for R&D projects in Morocco.

For industrial companies, the forms of cooperation range from classic off-shoring, to participation in companies, to setting up their own subsidiaries, which can then take over development or cross-national sales in Africa.

Johannes Kirsch of ZVEI (German Electro and Digital Industry Association) analysed the resource requirements and international perspectives of the German electrical industry. Alen Avdic, founder of the Dortmund-based cybersecurity company Tectag, reported why and how he chose Morocco as a location for expansion to Africa.

Moroccan Ecosystems: huge potential

The ecosystems around the country's renowned universities are already attracting great interest from countries such as the USA, Spain and Israel.

The online matchmaking on 7 February 2023 featured eight start-ups from Morocco specialising in industry-related services and data solutions. The founders showed how they can also support German companies in building digital resources with their solutions.

- **Profiles and video pitches of the companies:**
  https://competence-automation.ma/online-matchmaking-startup-smes/

CCOA
Competence Center On Automation

- **Enquiries and contact to Moroccan start-ups:**
  Deutsche Messe Technology Academy
  Reinhold Umminger
  reinhold.umminger@messe.de
  +49 511 89 – 33103
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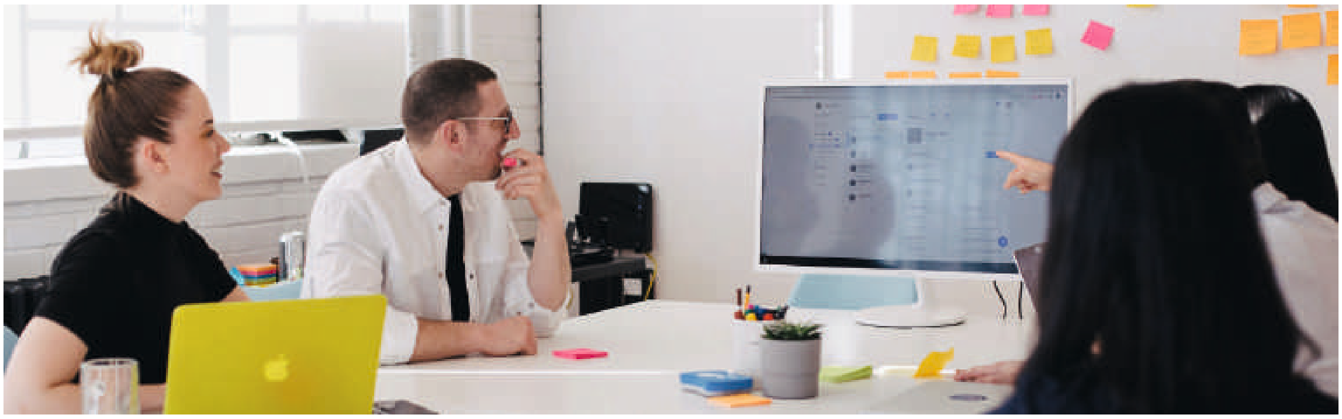
- Partner

- Partner Matchmaking:



Enabling a holistic overview of all ongoing projects

Meisterplan Supports Efficient International Collaboration at Majorel

Majorel, a global customer experience and business process outsourcing leader with more than 82,000 team members, faced the challenge of managing multiple IT portfolios with various tools and methods across the 45 countries where it operates. The lack of a centralized overview led to duplicate efforts, overlaps, and inefficient use of resources. To address this challenge, Majorel implemented Meisterplan, a cloud-based project portfolio management tool, which provided an overarching portfolio view, streamlined processes, and enabled effective international collaboration.

Creating clear dashboards for IT staff and management
Majorel's IT department developed an IT PMO policy that included a rolling process with the right roles and committees with binding responsibilities. The Meisterplan Customer Success Team supported Majorel with the process design, the drafting of the IT PMO policy, and user training. The pilot region successfully introduced the process, and it was subsequently expanded to all IT portfolios across the organization.

Meisterplan was integrated with existing tools, enabling a holistic overview of all ongoing projects. This integration allowed Majorel to keep using its current tools while providing a centralized view of all ongoing projects. Furthermore, Meisterplan was connected to Power BI to create clear dashboards for IT staff and management.

Avoiding duplicate efforts, overlaps, and inefficient use of resources
The Lean PPM™ method was used to develop a portfolio process together with Meisterplan. The result was an overview of all IT projects and a structured process to manage the portfolio. By using this method, Majorel ensured that its global IT portfolio was aligned with its strategic goals and objectives while eliminating waste and continuously improving processes.

The implementation of Meisterplan has enabled Majorel to efficiently manage its global IT portfolios, ensuring that resources are utilized efficiently to drive business outcomes. The centralized overview provided by Meisterplan has helped avoid duplicate efforts, overlaps, and inefficient use of resources. Meisterplan has also enabled efficient international collaboration, allowing teams from different regions to work together effectively and ensure that the organization's strategic goals are met.

In conclusion, Majorel's successful implementation of Meisterplan has enabled efficient international collaboration, streamlined processes, and ensured that the organization's IT portfolio is aligned with its strategic goals and objectives. The integration of Meisterplan with existing project management tools, the use of the Lean PPM™ method, and the support from the Meisterplan Customer Success Team were key factors in achieving this.

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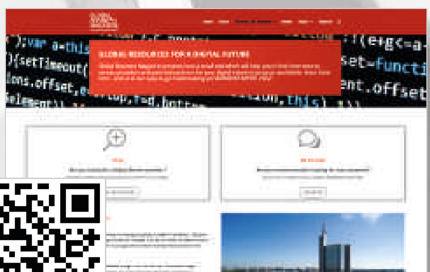

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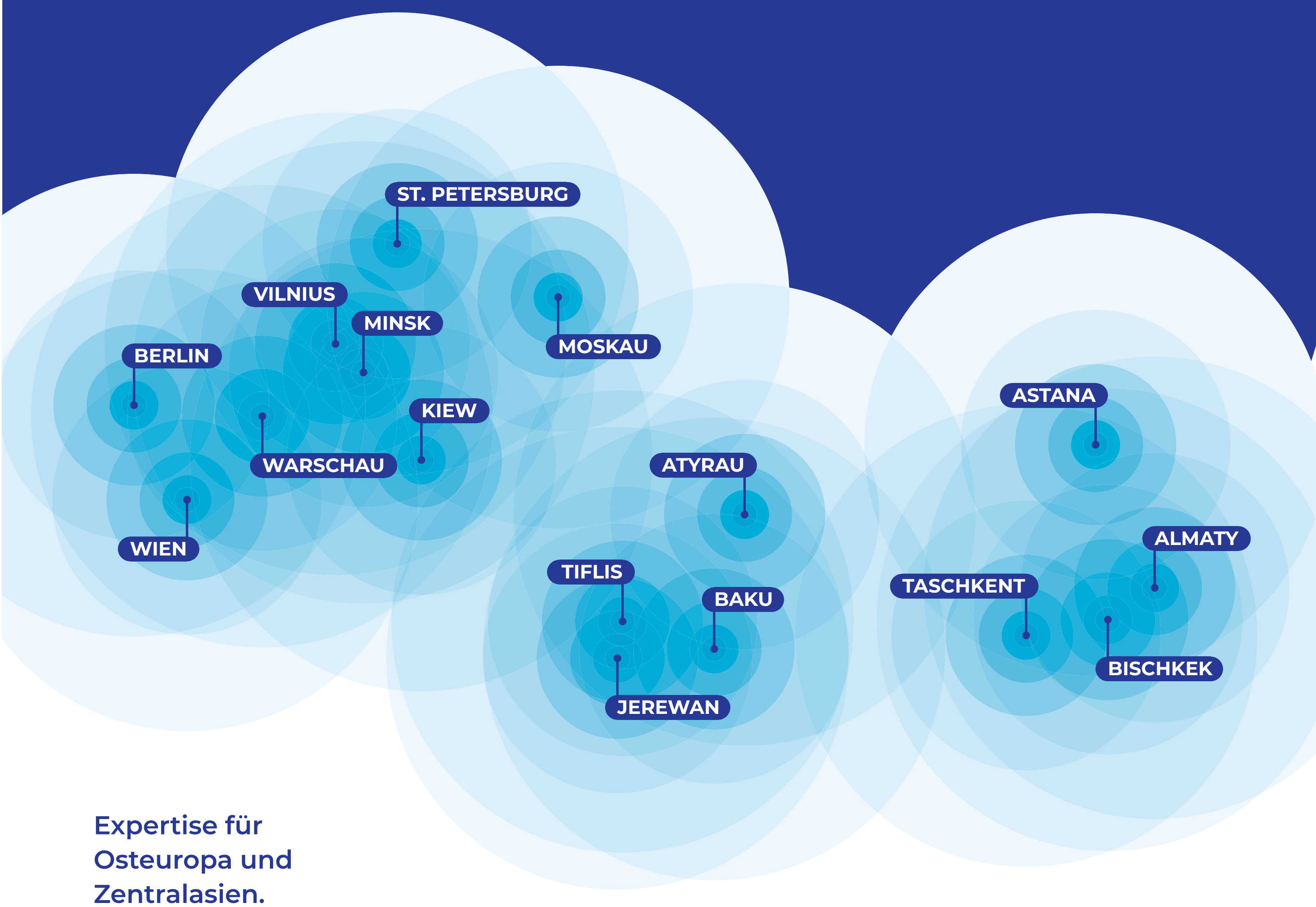

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