www.technology-academy.group

www.globalbusiness-magazine.de



Challenges 2021

Workshop for economic promotion agencies, business associations and internationally active enterprises

10 Dec 2020 - 10:00 - 17:00 CET - Online only!

Organizers:

GLOBAL BUSINESS MAGAZINE

Deutsche Messe Technology Academy

Partner:

hannoverimpuls

Goals and Topics of the Open Workshop

- What are lessons that can be learned from national, regional and local Corona programs? Is there already something like models for stabilizing and success in the “new normal”?
- How can economic development agencies, faced with continuing travel restrictions, network and promote their ecosystems internationally?
- How does the Corona challenge accentuate existing challenges that economic development agencies must face? How to master digitalization of production, "green" transformations and the organization of global supply chains?
- How can agencies cooperate to develop joint cross-border support programs and stabilize SME and industrial clusters?

GLOBAL BUSINESS MAGAZINE

Deutsche Messe Technology Academy

hannoverimpuls

Program

10: 00 Review 2020: From Lockdown to Restart Exchange of experiences - Best practices and concepts in economic promotion

11:30 Panel: Conclusions, joint perspectives for 2021?

12.00 Workshops

- Trade shows 2021
- Corona - Funding Opportunities
- Virtual Delegation Trips, Matchmakings
- International Marketing & Consulting: New tools, new services

GLOBAL BUSINESS MAGAZINE

Deutsche Messe Technology Academy

hannoverimpuls

Dialogue with industry: Trends and tasks 2021

Program 10 Dec 2020 - 14:00 - 17:30 CET

14:00 - 14:45 **Panel: Global Supply Chains as a Challenge: “Local for local” - The end of Globalization?**

14:45 - 15:45 **Keynote: Value Chain Battery Production in Europe**

15:45 - 16:30 **Panel: Connecting people and talents**

GLOBAL BUSINESS MAGAZINE

Deutsche Messe Technology Academy

hannoverimpuls

Contacts:

For questions and proposals for your own presentation in lectures, panel or for additional breakout sessions or for further workshops in 2021 please contact us!

Hans Gäng

Global Business Magazine
local global GmbH
+ 49 711 225588 30
gaeng@localglobal.de

Reinhold Umminger

Deutsche Messe Technology Academy
+49 511 8933103
reinhold.umminger@messe.de