

Programme (subject to changes)

7. EAST GERMAN ECONOMIC FORUM

OWF22 - We are shaping transformation

12 - 14 June 2022 in Bad Saarow

Sunday, 12 June 2022

1 pm - 5 pm

Transformation matchmaking:

Welcome and opening

Thomas Kralinski, State Secretary, Saxon State Ministry for Economic Affairs, Labour and Transport

Bodo Ramelow, Prime Minister of Thuringia

Ute E. Weiland, CEO Germany - Land of Ideas and Organiser OWF

Start-up meets companies meets politics

Carsten Schneider, Minister of State and Federal Commissioner for East Germany

In partnership with the Digital Hub Initiative by the Federal Ministry for Economic Affairs and Climate Action

6 pm - 6.15 pm

Welcome and opening

Frank Nehring, OWF President

Ute E. Weiland, CEO Germany - Land of Ideas and Organiser OWF

6.15 pm - 7 pm

Keynote | Q&A

Shaping transformation

Chancellor Olaf Scholz

7 pm – 7.30 pm

Presentation of the VORSPRUNG 22 award winners

Matthias Platzeck, former Prime Minister of Brandenburg and Jury Chairman of the VORSPRUNG award

7.30 pm – 11 pm

Barbecue on the lake terrace

Hotel Esplanade Resort & Spa, Bad Saarow

Monday, 13 June 2022

First day of the conference

7.45 am - 8.45 am

Working breakfast in partnership with Contemporary Amperex Technology Co., Limited (CATL) (by invitation)
Working breakfast with CMS Hasche Sigle (by invitation)

9 am - 9.05 am

Welcome and introduction

Ute E. Weiland, CEO Germany - Land of Ideas and Organiser OWF

9.05 am - 9.40 am

Speech | Q&A

Economic policy for successful transformation

Dr Robert Habeck, Federal Minister for Economic Affairs and Climate Action

Moderator: Gerald Braunberger, Editor F.A.Z.

9.40 am - 9.55 am

Impulse from science

Professor Dr Michael Hüther, Director of the German Economic Institute (IW)

9.55 am - 10.05 am

Impulse from the economy

Stefan Kapferer, Chair of the Board of Directors, 50Hertz Transmission GmbH

10.05 am - 10.15 am

Presentation

Can East Germany achieve transformation? Results of the 2022 OWF transformation barometer

Janina Mütze, Founder and Managing Director, Civey GmbH

10.15 am - 10.45 am

Coffee break

10.45 am - 11.00 am	<p>Innovation</p> <p>2 years of Tesla: What have we learnt?</p> <p>Professor Dr Jörg Steinbach, Minister for the Economy, Labour and Energy in Brandenburg</p>
11.00 am - 12.15 pm	<p>Panel</p> <p>Big players: How international additions are accelerating transformation in East Germany</p> <p>Sven Schulze, Minister for the Economy, Tourism, Agriculture and Forestry in Saxony-Anhalt</p> <p>Wolfgang Tiefensee, Minister for the Economy, Science and Digital Society in Thuringia</p> <p>Christin Eisenschmid, Managing Director, Intel Deutschland GmbH</p> <p>Dr Robert Hermann, Managing Director, Germany Trade and Invest - Gesellschaft für Außenwirtschaft und Standortmarketing mbH (GTAI)</p> <p>Matthias Zentgraf, President, Contemporary Amperex Technology Co., Limited (CATL)</p> <p>Moderator: Gerald Braunberger, Editor F.A.Z.</p>
12.15 pm - 1 pm	<p>Panel</p> <p>Think big! Why cooperation between federal countries strengthens East Germany</p> <p>Martin Dulig, State Minister for the Economy, Labour and Traffic in Saxony</p> <p>Thomas Einsfelder, Managing Director, Investment and Marketing Corporation Saxony-Anhalt (IMG)</p> <p>Jürgen Fuchs, Chairman of the Board, BASF Schwarzheide GmbH</p> <p>Dr Steffen Kammradt, Managing Director, The Economic Development Agency Brandenburg (WFBB)</p> <p>Moderator: Silke Poppe, Director of the New States Department, Germany Trade and Invest - Gesellschaft für Außenwirtschaft und Standortmarketing mbH (GTAI)</p>
1 pm - 2 pm	<p>Lunch break Meet the speakers</p>

- 2 pm - 2.20 pm Ideas sprint: Innovation made in East Germany
Built on sandy ground - The recyclable house
ProtosG - the mobile eye centre against the shortage of doctors in structural change
Dr Simo Murovski, ophthalmologist and entrepreneur, founder of ProtosG
AgroSolar – the slightly different sector coupling
Markus Haastert, CEO, AgroSolar Europe GmbH
- 2.20 pm - 2.25 pm **Impulse on “Energy” deep dive**
Holger Lösch, Deputy Director General BDI e.V.
- 2.25 pm - 2.40 pm **Interview on deep dive “Digitalisation”**
Dr Katrin Leonhardt, Chair of the Board, Sächsische Aufbaubank - Förderbank,
in conversation with
Christian Pegel, Minister for Internal Affairs, Construction and Digitalisation in Mecklenburg-West Pomerania
- 2.40 pm - 2.45 pm **Interview on deep dive “Skilled workers”**
Reinhardt Meyer, Minister for Economics, Infrastructure, Tourism and Labour in Mecklenburg-Vorpommern
In conversation with
Ralf Sippel, Member of the Executive Board, zebra© | group GmbH
- 2.45 pm - 5 pm 3 parallel deep dives on the topics:
Climate neutrality versus security of supply: How the cards are being reshuffled in the energy transformation
Jürgen Fuchs, Chairman of the Board, BASF Schwarzheide GmbH
Ulf Heitmüller, Chair of the Board, VNG AG
Thomas Horn, CEO, The Saxony Trade & Invest Corporation
Stefan Kapferer, Chair of the Board of Directors, 50Hertz Transmission GmbH
Holger Lösch, Deputy Director General BDI e.V.
Dr Stephan Lowis, Chair of the Board, envia Mitteldeutsche Energie AG
Dr Alexander Montebaur, Chair of the Board, E.DIS AG
Anika Nicolaas Ponder, Director of the Sustainability and

Last updated: May 2022

Innovation Department, IKEM - Institut für Klimaschutz,
Energie und Mobilität e. V.

Moderator: Sven Astheimer, Business Editor, Head of
Department *Companies*, Frankfurter Allgemeine Zeitung
(F.A.Z.)

Paradigm shift in administration: Public institutions on the path to digital transformation

Christian Pegel, Minister for Internal Affairs, Construction and Digitalisation in Mecklenburg-West Pomerania

Dr Julia Borggräfe, Associate Partner, Metaplan® - Gesellschaft für Planung und Organisation mbH

Andreas Brohm, Mayor of the town community of Tangerhütte

Dr Katrin Leonhardt, Chair of the Board, Sächsische Aufbaubank - Förderbank

Professor Dr Thomas Meuche, Director of the Centre of Excellence for Digital Management, Hof University

Moderator: Jens-Rainer Jänig, CEO mc-Quadrat

Education, further training, integration: Where will tomorrow's skilled workers come from?

Reinhardt Meyer, Minister for Economics, Infrastructure, Tourism and Labour in Mecklenburg-Vorpommern

Thomas Einsfelder, Managing Director, Investment and Marketing Corporation Saxony-Anhalt IMG)

Dr Steffen Kammradt, Managing Director, Economic Development Agency Brandenburg (WFBB)

Nora Schmidt-Kesseler, General Manager, Association of the Chemical Industry e. V., North East State Association (VCI North East)

Ralf Sippel, Board Member, zebra© | group GmbH

Frank Wernecke, Managing Director, DroneMasters Boost GmbH

Moderator: Johannes Pauen, Consultant and Coach KopfHandHerz GmbH Berlin

5.10 pm - 5.30 pm

7.30 pm - open end

Plenary summary session

OWF dinner

Theater am See, Bad Saarow

Tuesday, 14 June 2022

Second day of the conference

7.45 am - 8.45 am

Working breakfast in partnership with Germany Trade and Invest - Gesellschaft für Außenwirtschaft und Standortmarketing mbH (GTAI) (by invitation)

9 am - 9.05 am

Welcome and introduction to the day

Frank Nehring, OWF President

9.05 am - 9.15 am

Presentation

East German elites: Where did they go?

Professor Olaf Jacobs, Producer,
Hoferichter & Jacobs GmbH

9.15 am - 10 am

Impulse | Panel

Leadership and transformation: Change starts with our mindset

Carsten Schneider, Minister of State and Federal
Commissioner for East Germany

Jan Bredack, Founder and Chair of the Board, Veganz Group
AG

Constanze Buchheim, Managing Director, i-potentials GmbH

Professor Dr Katharina Riedel, Rector of the University of
Greifswald

Bodo Rodestock, Member of the Executive Board, Finance,
Human Resources and IT

Moderator: Professor Dr Jörg Ritter, Egon Zehnder
International GmbH

10 am - 10.20 am

Short introduction to the Expert Labs

Best-practice examples of successful transformation

Moderation: Ute E. Weiland, CEO Germany - Land of Ideas
and Organiser OWF

10.20 am - 11.50 am

Parallel Expert Labs

- I) Leadership and company culture in transformation processes: in partnership with Egon Zehnder International GmbH
- II) NeoCity - Blueprint for the structure boom region of East Germany?! - in partnership with Drees & Sommer SE and Alpine Finanz Bau GmbH
- III) Global trade and supply chains in partnership with Germany Trade and Invest - Gesellschaft für Außenwirtschaft und Standortmarketing mbH (GTAI)

Last updated: May 2022

IV) Data-based urban development: Basis for new business models in partnership with mc-quadrat and CLB Berlin GmbH

11.50 am - 12.20 pm	Plenary summary session
12.20 pm - 12.40 pm	Ideas sprints: Innovation made in East Germany Built on sandy ground? The recyclable house Dr Gerhard Dust, Founder & CEO, Polycare Research Technology GmbH & Co. KG What can the economy do to strengthen democracy? Elisabeth Niejahr, Managing Director, THE HERTIE FOUNDATION
12.40 pm - 1.45 pm	Lunch break Meet the speakers
1.45 pm - 2.45 pm	Panel Spin-off companies: How new medium-sized companies are springing up from science and research Marina Heimann, Managing Director, futureSAX GmbH Christiane Kilian, Deputy Board Chair, Stiftung für Technologie, Innovation und Forschung Thüringen (STIFT) Anke Siegmeier, Managing Director, OptoNet e. V. Professor Dr Stephan Stubner, Rector of the Handelshochschule Leipzig, HHL Graduate School of Management Dr Matthias Beier, CEO, SPACEOPTIX GmbH Moderator: Sven Astheimer, Business Editor, Head of Department <i>Companies</i> , Frankfurter Allgemeine Zeitung (F.A.Z.)
2.45 pm - 3.55 pm	Structural change Creating new perspectives for regional transformation Dr Dietmar Woidke, Minister President of Brandenburg Markus Brüggmann, CEO, Rock Tech Lithium Guben GmbH Thorsten Kramer, Chair of the Board, Lausitz Energie Bergbau AG and Lausitz Energie Kraftwerke AG (requested) Moderator: Frank Nehring, President OWF
3.55 pm - 4 pm	Forecast Farewell Ute E. Weiland, CEO Germany - Land of Ideas and Organiser OWF

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