

February 19th – 20th, 2014
Erlangen

WORKSHOP SERIES „BUSINESS
OPPORTUNITIES IN DEVELOPING
AND EMERGING COUNTRIES“

PROGRAM

www.zvei.org

www.awz-bayern.de

www.bmz.de

Venue:

Classroom 001 in the Lecture Center
of the university hospital of Erlangen,
Ulmenweg 18, 91054 Erlangen

February 19th, 2014

WORKSHOP SERIES

"BUSINESS OPPORTUNITIES IN DEVELOPING AND EMERGING COUNTRIES"

10 a.m. – 1:30 p.m.

Business Opportunities in the PACIFIC ALLIANCE (Alianza del Pacifico: Chile, Colombia, Peru, Mexico and observer nations)

Presentations and Dialog:

- **Jörg Trinkwalter**, Medical Valley EMN e.V. ■ Welcoming
- **Dr. Mark Heinzel**, Association of German Chambers of Commerce and Industry (DIHK) ■ Alianza del Pacifico: developments for medical technology in the health care sector from Chile to Mexico
- **Wilfried Röder** and **Katja Friedrichs**, DEG – Deutsche Investitions- und Entwicklungsgesellschaft (Entrepreneurial Development Cooperation) ■ Entering markets in Latin America by financing and German support programs
- **Manfred Falke**, MF Consulting ■ ways of distribution for medical technology in the markets of the Alianza del Pacifico: an experience report
- **Dr. Berit Hamer**, Otto Bock HealthCare GmbH ■ Corporate business experiences in Latin America and under the BMZ developPPP cooperation program
- **Christian Weber**, representative freestate of bavaria in Mexico ■ Developments in the health sector and business opportunities for German technology: Mexico as an example
- **Almuth Dörre**, EZ Scout Foreign Trade Centre Bavaria, and **Diana Kraft-Schäfer**, EZ Scout German Electrical and Electronic Manufacturers' Association ■ Business opportunities worldwide by support of the German development cooperation

■ Get together/Snack

Please register separately for these workshops at
www.medical-valley-emn.de/medical-valley-summit



February 20th, 2014

WORKSHOP SERIES

"BUSINESS OPPORTUNITIES IN DEVELOPING AND EMERGING COUNTRIES"

10 a.m. – 1:30 p.m.

Business Opportunities in Africa

Presentations and Dialog:

- **Hans-Peter Bursig**, Medical Engineering Division, German Electrical and Electronic Manufacturers' Association (ZVEI) | Welcoming
- **Alexander Döbler**, Federal Ministry for Economic Cooperation and Development | Development cooperation for health services worldwide & in Africa: focal areas and chances for collaboration with the health economy (medical engineering)
- **Andreas Wenzel**, Southern Africa Initiative of German Business (SAFRI) | Sub-Saharan-Africa: Growing lion also for the health and medical engineering industry?
- **Anna E. Schmaus-Klughammer**, Klughammer GmbH | Telemedicine and sustainable health development in Sub-Saharan Africa
- **Dr. Amit Thakker**, Chair of the East African Health Platform (EAHP) | Creating Business Opportunities in Healthcare/Medical Technology in East Africa
- **René Kienast**, Euler Hermes Deutschland AG | „Go for Africa“ – Taking opportunities – limiting risks by state credit insurances
- **Edwin Adamczyk**, UniCred Bank AG, Africa | The Hopeful Continent – How a German business bank assess the „African Continent“?

Panel discussion: Market Access to Africa

■ Get together/Snack

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