



1st Gulf INVESTMENT & TECHNOLOGY Conference 2023

Under the Patronage of H.E. Boris Rhein, Minister-President of Hesse

Jointly organized by the Meena Business Consultancy Services
F.Z.C. BVMW and Antje Hermenau

**JOIN US AND DISCOVER
NEW BUSINESS
OPPORTUNITIES IN GCC,
IRAQ AND GERMANY**



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Gulf
Investment & Technology
Conference

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Website:



The Event Organizer



Meena Business Consultancy Services



Meena Business Consultancy Services is a premier consulting firm specializing in providing comprehensive expertise for building businesses across emerging markets. With a strong focus on financial services, legal consultation, market research, market entry strategies, and business partner search, we are committed to guiding organizations towards sustainable growth and success. What sets Meena Business Consultancy Services apart is our unique approach, which combines a deep understanding of both government and business processes. By leveraging this dual perspective, we empower our clients to navigate complex regulatory landscapes, optimize operational efficiency, and forge fruitful partnerships in emerging markets. At Meena Business Consultancy Services, we recognise that every business is distinct, with its own set of challenges and aspirations. Our team of seasoned professionals demonstrates great commercial awareness, ensuring that our strategies are tailored to meet the individual needs and goals of each client. Whether working with aspiring entrepreneurs or established enterprises, we possess a deep understanding of the specific obstacles they face and provide targeted solutions to help them thrive.

The Event Organizer



BVMW – Bundesverband Mittelständische Wirtschaft e.V.

for Small and Medium-Sized Businesses – BVMW is a leading association of SMEs with headquarters in Berlin.

The association represents the interests of medium-sized companies in Germany independently of any political affiliations.

In addition to representing the interests of small and medium-sized enterprises and the self employed, the association attaches great importance to the networking of its members. About 2000 regional events are organized annually to promote exchange and cooperation among members.

Other tasks of the association include the promotion of entrepreneurial exchange in order to strengthen competitiveness, as well as support in the field of foreign trade.

There are more than 3.5 million small and medium-sized enterprises in Germany, accounting for 99.3% of all companies in the private sector. Strengthening these companies, which form the backbone of the German economy, is a central objective of the association. The BVMW currently has more than 300 offices in Germany and over 75 offices abroad.



WELCOME

Message



Welcome to the Gulf Investment and Technology Conference!

Under the theme "Building Bridges, Unlocking Potential," we are delighted to have you here as our esteemed guests. Industrial production is the backbone of developed economies, and the German "Mittelstand", known for qualities like quality, innovation, and adaptability, excels in this realm. Recent global crises, including COVID-19 and the Ukraine-Russia conflict, emphasize the importance of self-sufficiency. Collaborative efforts in sharing technology and knowledge have proven invaluable. German business owners seek new horizons for expansion. Our conference aims to create a win-win scenario by strengthening economic ties between the EU, KSA, UAE, Iraq, Qatar, Kuwait, Bahrain, Oman, and more, focusing on sectors like mining, energy, healthcare, and training and education.

This event serves as a vital B2B platform and an opportunity to deepen relations between the European industry and our Gulf partners. As we embark on this journey, we're "Building Bridges" to "Unlock Potential" in business, regions, and nations. We look forward to productive discussions, valuable connections, and transformative insights.

Thank you for joining the Gulf Investment and Technology Conference!

Nisrin Khalil

Managing Director

Meena Business Consultancy Services

Website:



About the GITC

Objectives and Aspirations:

Objectives and Aspirations: Our mission is to identify lucrative business prospects and engage with influential figures in both the political and business realms from the European Union, Saudi Arabia, the United Arab Emirates, Qatar, Oman, and Iraq.

Where?

The Westin Grand Frankfurt
Konrad-Adenauer-Straße 7, 60313 Frankfurt am Main, Germany

When?

2nd November 2023

Time?

8:30 AM TO 6:00 PM

Who You Will Meet?

Public Sector:

- Government Officials
- Trade and Investment promotion Agencies
- Researchers
- Advisors to Ministers and Prime Ministers

Private Sector:

- Investors
- Entrepreneurs
- Industry Leaders
- Association and Institutions from these sectors:
Mining, Construction, Chemicals, Health Care, and Training and Education



Website:



The Event AGENDA

8:30 AM – 9:00 AM

Arrival, Registration and Coffee

The admin team will coordinate the registration

9:00 AM – 9:15 AM

Opening of the Conference

Welcome note by Organizers

9:15 AM – 9:40 AM

Key Note from Mr. Uwe Becker, European State Secretary

9:40 AM – 9:45 AM

Speaker: Stefan Moritz

"Why shall small and mid-sized companies do business in the Gulf region"

9:45 AM – 10:30 AM

Panel 1 "Revolutionizing Healthcare:

The Power of AI in Medical Diagnostics"

Panelists:

- Dr. Ralf Huss
- Keren Klein
- Dr. Markus Krämer

Moderator:

- Dr. Sherin Khalil

10:30 AM – 10:45 AM

Networking Break

10:45 AM – 11:30 AM

Panel 2 – "Energizing Tomorrow:

Advancements in Clean Energy Innovations"

Panelists:

- Dr. Andre Thess
- Dr. Bjorn Peters
- Dr. Muhammad Ehsan Khan
- Dr.-Ing. Nurettin Tekin

Moderator:

- Antje Hermenau

11:30 AM – 11:45 AM

Networking Break

11:45 AM – 12:15 PM

Speaker: Kirstin Ulrike Hoeren

"Export Credit Guarantees: Financing and Insurance Instrument to Enable Business Transactions in the Gulf Region"

12:15 AM – 12:45 PM

Speaker: H.E. Lukman Faily

German-Iraqi Cooperation: Harnessing German Innovations for Transformative Projects"

12:45 PM – 2:15 PM

Lunch, B-B Meetings

2:15 PM – 3:00 PM

Panel 3 "Fostering Skills for Success:

Collaborative Approaches to Vocational and Educational Training with German Institutions"

Panelist:

- Prof. Drebenstedt
- Dr. Knut Are Beuck
- Dr. Norbert Völker
- Dr. Martin Wortmann

Moderator:

- Oliver Parche

3:00 PM — 3:15 PM

Networking Break

3:15 PM — 4:00 PM

Panel 4 – "Responsible Resource Extraction:

Pioneering Sustainable Practices from
Germany in the Mining Industry"

Panelist:

- Prof. Drebenstedt
- Prof. Dr. jur. Walter Frenz
- Dr.-Ing. Olaf Drusche MBA

Moderator:

- Nisrin Khalil

4:00 PM — 4:15 PM

Networking Break, B-B meetings

4:15 PM — 4:40 PM

Speaker: Keren Klein

"Invest in Abu Dhabi"

4:40 PM — 5:10 PM

Speaker: Dr. Michael J. Kloep

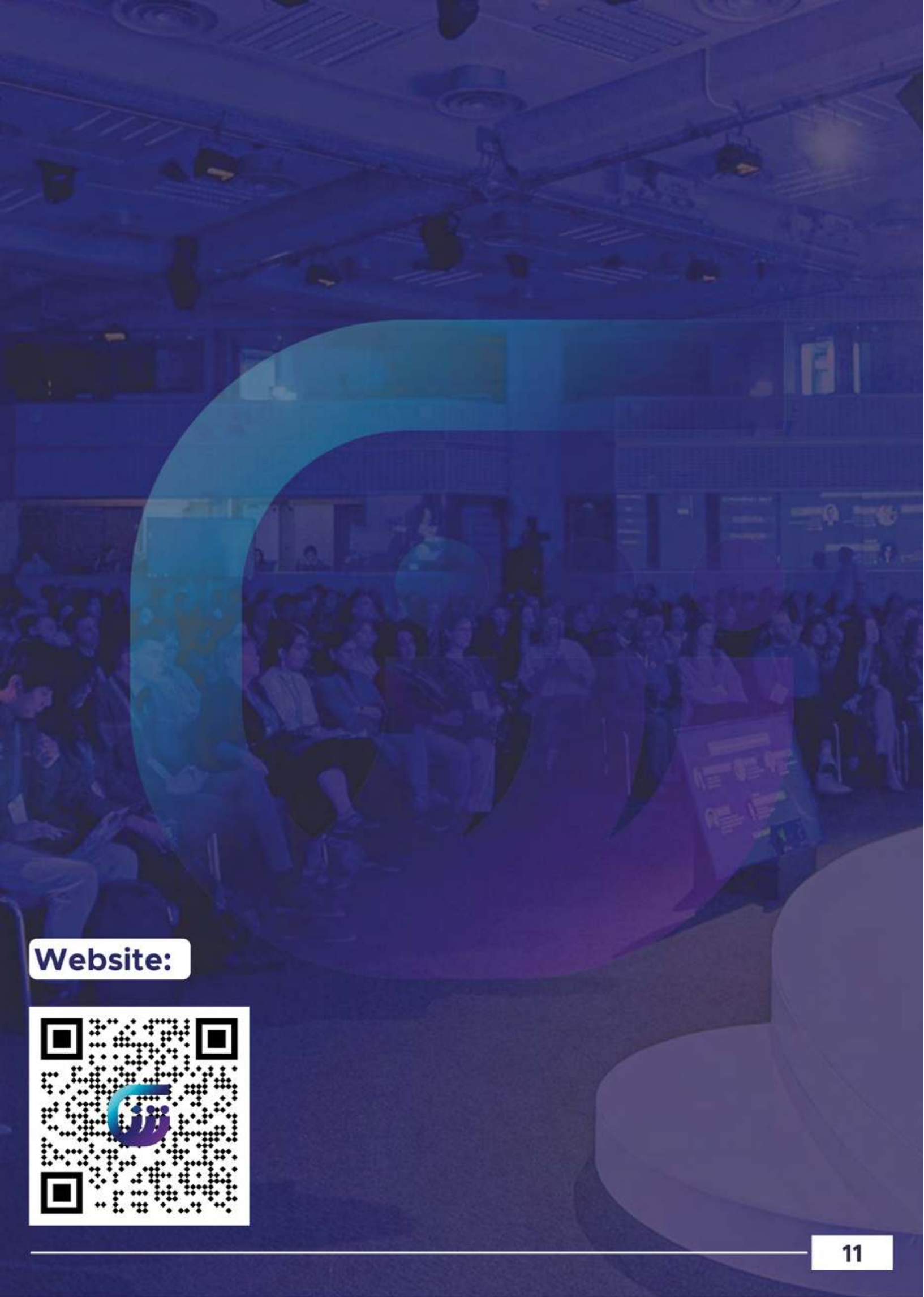
"Mastering the Art of Business:
Two Decades of Best Practices in the UAE"

5:10 PM — 6:00 PM

Networking Break, B-B meetings

6:00 PM

Official end and phasing out



Website:



SPEAKERS

The background of the page is a dark blue gradient. Overlaid on this is a faint, high-contrast image. On the left side, a person is seen from the side, standing at a podium and gesturing with their right arm. On the right side, a large group of people is seated, facing towards the left, representing an audience.



Prof. Dr. Andre Thess

Professor of Energy Storage
University of Stuttgart

Prof. Dr. Andre Thess is professor of energy storage at the University of Stuttgart. He received his PhD from Dresden University of Technology in 1991 and was professor of engineering thermodynamics at Ilmenau University of Technology before coming to Stuttgart in 2014.



Antje Hermenau

Political and Business Advisor and former
MP of the German Bundestag
Self Employed, Private sector

Antje is a former Member of the German Parliament and former politician. She is active as a successful author, political advisor for corporations and unions and a very prominent and popular guest in talk shows about economic topics.



Dr. Björn Peters

Chief Financial Officer and Co-Founder
Dual Fluid Energy

Dr. Björn Peters is a physicist, entrepreneur, energy economist, policy advisor and energy policy blogger. He heads the private research and consulting company Peters Coll. In 2021, he became chief financial officer and co-founder of the nuclear start-up company Dual Fluid Energy Inc. in Canada.



Prof. Carsten Drebenstedt

Director
Institute of Mining and Special Underground
Engineering at the Technical
University of Bergakademie Freiberg

Carsten Drebenstedt is a doctoral mining engineer and the director of the Institute of Mining and Special Underground Engineering at the Technical University of Bergakademie Freiberg. After 17 years of work in the German mining industry and international consulting, he was appointed by the university in 1999.



H.E. Lukman Faily

Ambassador
Embassy of the Republic of Iraq to Federal
Republic of Germany

Ambassador Faily is a prominent Iraqi government spokesperson, actively engaging with officials, academics, and think tanks. He frequently appears on English and Arabic media, maintains a strong social media presence, and contributes political articles to global publications. His extensive public speaking engagements span Iraq, Washington, the United States, and the United Kingdom.



Univ.-Prof. Dr. jur. Walter Frenz

Professor and Head of the Department
of Mining, Environmental and European Law
RWTH Aachen University

Prof. Dr. Walter Frenz is a university professor at RWTH Aachen University, where he is head of the Department of Mining, Environmental and European Law. His research focuses on mining, climate protection, raw materials, and energy law.



Keren Klein

Country Head, Germany

Abu Dhabi Investment Office, Germany

Keren Klein is the Country Head of ADIO Germany, responsible for office activities, lead generation, and overseeing marketing and operations. With prior experience at ADIO Israel and InterContinental David Tel Aviv, she excels in building strategic partnerships and brand positioning. Keren, with a Marketing degree from The New School – Parsons, is pursuing an MBA in Business Management and Marketing.



Dr. Knut Are Beuck

International Trainer and Expert in Change Management

HLFT.hessen.de

Dr. Knut Are Beuck is an international trainer and expert in change management of VET schools in Africa and Asia on behalf of HLFT. He is founder of Riffgarten, a training center for sustainability in Frankfurt/Main, and a developer of business games for international projects.



Kirstin Ulrike Hoeren

Senior Advisor

Euler Hermes Aktiengesellschaft

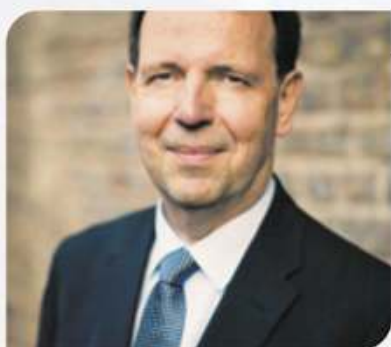
Ms. Hoeren holds a postgraduate degree in insurance and surety from the University of London, complemented by a diploma in international economics earned at Fachhochschule Köln. Her career is marked by a wealth of international experience, having worked with trade companies in Richmond, CA/USA, and the German American Chamber of Commerce in San Francisco, CA/USA. She serves as a senior advisor in trade finance at Euler Hermes Aktiengesellschaft, specializing in export credit guarantees.



Dr. Markus Krämer

Head of Sales Support and
Project Development
Siemens Healthineers

Dr. Markus Krämer, MD and MBA graduate from Charité, combines medical and business expertise. He transitioned from medicine to banking and consulting before joining Siemens Healthineers in 2010. Currently, he spearheads global HQ offers and projects, specializing in Middle and Central Asia, Africa, and Latin America.



Prof. Dr. Martin Wortmann

Secretary General
Bildungsallianz des Mittelstands

Prof. Dr. Martin Wortmann, a distinguished figure, serves as the Secretary General of Germany's largest education network, "Bildungsallianz des Mittelstands." With a PhD from the European University Institute Florence, he boasts two decades of industry experience as CEO and CTO, along with a rich academic background as a social sciences and business administration professor, rector of Rheinische Fachhochschule Köln, and a board member of the NRW rectors conference.



Dr. Muhammad Ehsan Khan

CEO and Founder
Trade Foresight

Dr. Ehsan is the CEO and Founder of Trade Foresight, the world's first analytics, AI and data-driven global trade platform. It provides businesses with the insights, information and tools necessary to succeed in international trade and helps them build sustainable, eco-friendly and profitable trade value chains.



Dr. Michael J. Kloep

Investor, Growth Marketing Expert,
as well as Global CEO
Copecart

Michael is a pioneering business strategist and digitalization expert, boasting over 25 years of experience in assisting companies globally in their endeavors to expand and thrive. He embarked on his entrepreneurial journey at the age of 16 and has been involved with three of the world's top 500 companies. Additionally, he imparts his knowledge and expertise as a lecturer in Entrepreneurship and Business Management at renowned international universities.



Dr. Norbert Völker

Multicultural Educational Innovator
European Machinery and Equipment
Manufacturers Industry Association VDMA

Dr. Norbert Völker is a multicultural educational innovator who lives his unwavering commitment to improving educational infrastructures in Germany, Europe and emerging countries. He leads the "Skilled Workers for Africa" initiative of the European Machinery and Equipment Manufacturers Industry Association VDMA.



Nisrin Khalil

General Director and Country Representative
Meena Business Consultancy
Service and BVMW

Nisrin Khalil is a professional with eight years of experience in the private sector. She started as a director of the German Liaison Office for Industry and Commerce in 2016, promoting German trade and investments and advising on business-related topics. In 2022, she launched her own business, leveraging her extensive network and expanding the office's services. Nisrin holds a degree in economics and international management and has lived in eight countries.



Dr.-Ing. Nurettin Tekin

Hydrogen Product Manager

KAWASAKI Gas Turbine Europe GmbH

Dr. Nurettin Tekin, a mechanical engineering graduate from RWTH University in Germany, conducted his doctoral research on innovative gas turbine cooling technology. With expertise in FEM and CFD analysis, he initially worked as a project engineer, later becoming a project manager at Kawasaki Gas Turbine Europe. Currently, as the hydrogen product manager at Kawasaki, he oversees hydrogen project development spanning production, storage, transport, and utilization.



Dr.-Ing. Olaf Drusche MBA

Senior Expert Transformation and
Strategy Development

BioM Biotech Cluster Development
FLSmidth Mining Technologies GmbH

Dr. Olaf Drusche, with a PhD in mining and an MBA, joined FLSmidth Mining Technologies' sustainability team in September 2022, focusing on the Mission Zero program to achieve emissions reduction in cement and mining to zero by 2030. With two decades of experience in mining and mineral processing, he also serves as a lecturer at Georg Agricola University of Applied Sciences in Bochum, Germany.



Oliver Parche

Oliver Parche, with nearly two decades of experience at AHKs, held influential roles in business, politics, and local government collaborations. He also excelled as NUMOV e.V.'s Director, showcasing expertise in vocational training, international conferences, and the GCC region's economic landscape through speaking, moderating, writing, and column contributions.



Dr. Ralf Huss

Managing Director

BioM Biotech Cluster Development

Ralf Huss, a pathologist and managing director at BioM Biotech Cluster Development GmbH, Munich, has a prolific career with leadership roles at universities and pharmaceutical firms, including Roche. He collaborated with Nobel laureate Gerd Binnig on AI algorithms for enhanced cancer diagnostics and therapy response, while also contributing to various specialized publications in this field.



Stefen Moritz

Secretary General

European Entrepreneurs CEA-PME

Stefan Moritz is a seasoned professional with extensive experience in EU-funded economic development projects and international networks throughout Europe. With a background in construction, he co-founded AREA EUROPA scarl and served as its CEO for 15 years. Stefan's leadership journey continued as he became Secretary General of European Entrepreneurs CEA-PME in July 2022, representing the organization and promoting entrepreneurship and economic development in Europe.



Dr. Sherin Khalil

Medical Doctor

Inselspital

Dr. Sherin Khalil studied medicine at Frankfurt am Main and dentistry in Göttingen. She is currently working in the Department of Cranio-Maxillofacial surgery at the University Hospital of Bern, Switzerland. Scientifically, she was a member of the research group for 3D digital technology for facial surgery and now researches biomaterials and bone regeneration in the Department of Biomedical Research (DBMR). With this background, she recently extended her research interests to artificial intelligence.

ADVERTISMENTS



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	Silver 750 USD/YEAR	Gold 1150 USD/YEAR	Platinum 1500 USD/YEAR
Introduction of prescreened potential business partners a month up to:	2	3	4
Tender information - up to 500 per month	3 countries	4 countries	6 countries
Newsletters	Yes	Yes	Yes
Export loan and letters of credit check	Yes	Yes	Yes
Legal consultation 30 minutes free	Yes	Yes	Yes
Access to market information videos	Yes	Yes	Yes
Due diligence discount	x	3%	5%
Investment and risk report discount	x	3%	5%
Market research discount	x	3%	5%
Weekly information on sector specific fairs in target sales areas	Yes	Yes	Yes

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INTELLIGENT FLUIDS GMBH

Working principle of Intelligent Fluids



Intelligent Fluids GmbH is a German deep-tech company which has patented a new technology for cleaning surfaces. Its aim is to help industrial operations become cleaner, faster, and greener.

Conventional cleaning agents are usually solvent-based and require a chemical dissolving action to remove residues from a surface. Some examples are toluene, acetone, naphtha, and NMP. These are harsh chemicals which are extremely toxic to life, hazardous to use, and environmentally unfriendly.

The Intelligent Fluids technology removes contaminants by creeping between the surface and the contaminant layer, breaking the bond between them, and physically separating the contaminant from the surface, through a “lift-off” mechanism.

This effect is achieved using water-based formulations which are biodegradable, non-hazardous, and completely harmless to human beings. Not only is this significantly greener, it also outperforms conventional products in terms of cleaning effectiveness, maintaining the surface integrity and total cost of ownership. The technology has 33 global patents and has won several awards such as the Global Green Product Award, Business Hero Award and Nouryon Imagine Chemistry Award, among others.

The technology has applications in a wide range of industries, across consumer goods, oil and gas, printing, electronics, and industrial maintenance. Two key areas of oil and gas where Intelligent Fluids perform better than conventional solvent-based products are paraffin remediation in areas such as rod-pump cleaning, removal of heat exchanger fouling.

The Intelligent Fluids products outperform industry-standard toluene- and naphtha-based products diluted with diesel in terms of cleaning performance, which reduces downtime, material usage, and GHS labeling. For instance, in heat exchanger cleaning, downtime can be reduced by as much as 75%. This means not only improvements in cost of ownership, but also higher yields.

Intelligent Fluids GmbH is based in Leipzig, Germany, with its own manufacturing facility in the nearby town of Leuna. Having raised a series A round of EUR 10 million, the company is now actively expanding its global footprint with local manufacturing and selling entities in Taiwan, USA, India, and the Middle East.

Christian Roemlein
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Senator h.c. BVMW
Intelligent Fluids GmbH

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TRAVEL THE MAIN ROUTE TO WELL-BEING



The renowned The Westin Grand Frankfurt shines in new splendor. After the most extensive renovation since its opening in 1989, the hotel presents itself as more modern and contemporary than ever. With its new design and unique concept, it is not just a hotel, but an oasis of well-being in the heart of Frankfurt's city center.

With its well-being concept, the hotel focuses on Westin's six pillars of well-being: Feel Well, Eat Well, Sleep Well, Move Well, Work Well and Play Well; these are the guiding principles of the Westin brand, which combine the most important needs of hotel guests at the highest level. Thanks to the remodeling, this concept is now lived throughout the hotel and is tangible for the guests. The new room concept with a new design runs through the completely renovated 372 rooms and bathrooms. Floors in natural colors, furniture made of light wood, wall decorations and a well-designed lighting concept provide ideal ambience in the rooms during the stay. The newly designed bathrooms offer innovative sanitary facilities with the Westin Heavenly Shower, a large walk-in rain shower. The spa area and fitness center have also undergone a total renovation. Wellness treatments, a sauna, a steam bath and an indoor pool complete the Feel Well offer.

The Westin Club also shines in new splendor and combines exclusivity and elegance as well as lifestyle and indulgence. This upscaled business lounge is located in the heart of the hotel. The lobby has been equipped with a comfortable sofa corner for relaxation and tables for productive work in the spirit of Work Well. In addition, the lobby now features a "Grab & Go" counter offering fresh, local snacks and beverages around the clock. Last, but not least, the atrium has received a new restaurant concept: The Main Tapas Lounge focuses on typical local and regional Frankfurt specialties served as tapas, as the restaurant name suggests. James Vetter, lounge manager and a connoisseur of good taste, always creates the right cocktail to go with your meal—real moments of pleasure.

Relax and recharge your batteries at The Westin Grand Frankfurt, where city and well-being come together.



Contact Information

The Westin Grand Frankfurt

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Welcome to North Cape Investments, where financial expertise meets dynamic strategies. Elevate your financial journey with us and Unleash Your Wealth Potential!

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About:

North Cape Investors

At North Cape Investors, we're more than just a capital investment company; we're your trusted partners in financial growth. With a seasoned team of industry experts, we bring a wealth of knowledge and a track record of success to every venture.

Our dedicated guidance is committed to providing you with tailored investment guidance. We understand that the financial landscape can be complex, which is why we focus on delivering clear, actionable advice that maximizes returns.

What sets us apart is our 15 years of experience in Capital Investments & our unwavering dedication to your financial success. We believe that every investment should be a step towards a more secure and prosperous future. Whether you're a seasoned investor or just starting, we're here to offer the insights and support you need to make informed decisions.

We're not just in the business of investments; we're in the business of building financial legacies. Our proven strategies and personalized approach have empowered countless individuals and businesses to achieve their financial goals.

Our offices based in Dubai, Frankfurt & New York allow our clients to explore a range of services and discover how we can help you make the most of your investments. Join us on this journey towards a brighter financial future.

Partner with North Cape Investors today and experience the difference that expert guidance can make!

Contact Information:

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📘 www.facebook.com/northcapeinvest

🐦 www.twitter.com/northcapeinvest

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📍 Dubai | Frankfurt | New York |





INTERVIEWS



André D. Thess

Professor of Mechanical Engineering

Institute of Energy Storage
Universität Stuttgart

Contact Information:

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thess@igte.uni-stuttgart.de

Energy Storage – A Key Technology for the Future Energy System

- 1. Considering your expertise in energy storage and conversion, how do you envision collaboration between Gulf countries and Germany in advancing renewable energy technologies to ensure a sustainable energy future for both regions?**

Gulf countries have outstanding solar potential. In order to convert fluctuating solar energy to dispatchable electricity, available 24 hours per day, it is necessary to couple solar power plants with energy storage systems. Germany in general, and the German Aerospace Center DLR in particular, offer a unique portfolio of storage technologies—thermal energy storage, batteries, Carnot batteries and hydrogen systems—that could ensure a sustainable energy future for the Gulf countries. Hydrogen and solar fuels, produced in the Gulf countries, could in turn provide economic and reliable energy for Germany.

- 2. Given the unique energy landscape of Gulf countries, what potential do you see for knowledge exchange and joint research initiatives between German research institutions and Gulf counterparts to enhance energy efficiency and resource utilization?**

I see excellent research opportunities in the field of thermal energy storage coupled to solar thermal and photovoltaic power plants as well as electrolysis for hydrogen and synthetic fuel production. DLR in collaboration with the University of Stuttgart has pioneered the solar hydrogen topic already in 1985 in the “Hysolar project” and will be happy to follow up with new research projects. Several DLR institutes already have a collaboration history with Gulf countries.

- 3. In your opinion, what are some of the key challenges and opportunities for German SMEs seeking to collaborate with Gulf countries in areas such as solar power, desalination, or energy storage?**

The collaboration with the Gulf countries offers outstanding opportunities both due to the excellent solar potential and to the high quality of the infrastructure including conditions for startups. The main challenge is to overcome administrative burdens on both sides and the proper handling of intellectual property rights.

4. As Gulf countries increasingly focus on diversifying their economies, how can academia, industry, and policymakers from both regions work together to develop innovative solutions for energy-related challenges and foster sustainable economic growth?

In my opinion industry and academia on both sides should be the main stakeholders in the collaboration rather than policymakers. I would like to see bilateral public-private partnerships developing demonstration projects for large-scale energy-storage technologies, such as Carnot batteries in the multi-megawatt range, and electrolyzers. Carnot batteries are an innovative electricity storage technology that transforms electricity to high-temperature heat, store the heat and transform it back to electricity. Gulf countries would be ideally suited to demonstrate these concepts, which have been developed by the DLR and other stakeholders.

5. Considering the geopolitical dynamics, what role can cross-border energy partnerships play in promoting stability and cooperation between Gulf countries and Germany, particularly in the context of transitioning to cleaner energy sources?

As a scientist I strongly believe that international collaboration, including energy partnership, is the perfect tool to bridge political, cultural, and geographic distances and bring people together. It is well known that collaboration and free trade is the most efficient instrument to increase global welfare.



Antje Hermenau

**Political and Business
Advisor and former MP of
the German Bundestag
Self Employed, Private
sector**

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Fostering Gulf-Germany Economic Cooperation: A Spotlight on the Gulf Trade and Investment Conference in Hessen

1. Could you provide an overview of the Gulf Trade and Investment Conference in Hessen? What are the primary objectives and goals of organizing this event?

GITC has one clear aim: intensifying the economic cooperation between the Gulf region and Germany. They might develop more common economic projects than one might think at first sight. The whole conference has a practical and targeting design—not so much small talk and dinners but talking business: hands on, actually.

2. Who is the intended audience for the conference? Are you primarily targeting Gulf investors, businesses, or a broader range of participants?

We are bringing together medium size and large companies in all sectors, in addition we invited investors as well as officials responsible for trade and commerce. And we organize insight into new developments in important fields, e.g., environmental issues or new technologies solving old problems.

3. What are the main themes and topics that will be covered during the conference? How do these themes align with the interests and needs of potential Gulf investors and businesses?

The Gulf region knows what is important very well itself. We discussed the main issues mining and environmental questions, health care, and energy production, to name three with many people. We are following the needs of the countries in the Gulf region.



4. Have you formed any partnerships or collaborations with organizations from the Gulf region to enhance the conference's impact and reach? How do these partnerships contribute to the event's success?

We are most interested in forming partnerships in the Gulf region and in cooperating with those which exist already. We bring in German partners from the Mittelstand and others. We are convinced this cooperation is valuable in securing new impulses and targets.

5. What outcomes do you hope to achieve through the Conference? Are there specific networking opportunities, knowledge-sharing, or investment deals that you anticipate facilitating?

We try to organize matchmaking before, during, and after the conference. Guests should not just walk all over the place and distribute nicely printed cards; they should approach the important handful of people whose services they need in order to come into business.

6. What sets the Conference apart from other similar events? How do you ensure that participants gain valuable insights and experiences from attending?

The unique selling point will be to get insight into new developments and find partners directly at that same moment something is convincing. It is all about business and development—no long proclamations or endless speeches. We just snap to it: one day, one target, one partner.





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New Nuclear Energy is a Clean and Reliable Complement for Fossil Fuels

1. Your company slogan is "We are reinventing nuclear" why and what for?

We are reinventing nuclear power because it offers tremendous opportunities. Current nuclear technology does not properly exploit the potential of uranium as a fuel: Today's reactors convert only about one percent of the mined Uranium into electricity, while the rest has to be disposed of. We are developing a completely new type of nuclear fission reactor based on liquid metallic fuel and lead as a coolant. This will allow us, for the first time, to fully exploit the power of the ultra-dense uranium fuel and exponentially increase the performance of nuclear power. The very high operating temperatures of 1,000 degrees a unique selling point allow a wide range of interesting applications across all energy markets.

2. How will your reactors meet the specific needs and requirements of industry in the GCC region?

It is the stated strategy of the GCC region to expand its role as the world's energy supplier. Our new nuclear design can make a significant contribution to this, for example by producing very affordable electricity and hydrogen through high-temperature thermolysis at very competitive cost. We believe that our technology offers an attractive prospect of meeting the large demand for all forms of energy in a cost-effective way and with a very low ecological footprint.

3. What is the advantage of high-temperature thermolysis?

The advantage is clearly cost: At a temperature well above 850°C, we can use simple process chemistry instead of the complex electrolysis process. By way of comparison, "green" hydrogen from wind or solar energy costs 6–8 US cents per megajoule today. Conventional hydrogen from methane steam reforming is much cheaper at 1.3 to 1.8 US cents. This is about the price at which emission-free hydrogen could be produced using the first dual fluid reactor of 300 megawatts of electrical power. Larger models would allow bringing down costs to a tenth of "green" hydrogen.

4. Doesn't this put nuclear power in competition with oil and gas?

If so, only in the very long term. Fossil fuels will be irreplaceable for a very long time. Most people today live in low-income countries. All of them are striving to develop into mid- or high-income economies by mid-century, and they are going to need to multiply their energy consumption. Of course, fossil fuels are an important factor to reach that aim. But new energy sources will have to be developed that are equally abundant, clean, and affordable. Only nuclear energy has the potential to multiply the World's energy consumption by mid-century. Oil and gas, in the long run, are too valuable to burn for energy. Instead, they will be required as input for the growing chemical industry.

5. Where are you in the development of your reactor?

After a decade of detailed preparation and improving the concept in theory, we are now going to build our first reactor—a test reactor as proof of concept. It will demonstrate the fundamentally new operating principle for the first time in reality by 2026. A partnership with Rwanda, which is providing the site and the basic infrastructure, offers us excellent conditions for fast-tracking the development process. To enable it, we are currently fund-raising. The prototype of the first 300-megawatt power reactor should be up and running by the end of the decade, with series production starting a few years later.

6. Have you considered partnering or collaborating with local players of the GCC market?

We are very keen on collaborating with investors in the GCC region. People there understand energy better than those in most other regions. They have a pragmatic business culture and the funds to support the “hyperscaling” of a technology into a world-leading product. This ultra-fast scaling, by the way, is probably the single-most important condition of solving the energy quest: producing as much clean and affordable energy to allow growth into global prosperity by mid-century while respecting planetary limits.





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Investment Potential in Kurdistan Region Iraq: The Strategic Advantages and Opportunities

Soran Abu Bakr Aziz is a seasoned businessman with expertise in cosmetics, perfumes, accessories, and automobile spare parts trading. He also has a background in petroleum derivatives trading from 1980. Serving since 2006, he holds key positions at the Erbil Chamber of Commerce and Industry, actively engaging in international relations and media. Beyond business, Soran is recognized for his social and political contributions, fostering connections between Kurdistan and political society.

1. What key industries and sectors in Kurdistan Region Iraq (KRI) show the most potential for international investments?

1. Agriculture in Kurdistan holds immense growth potential, benefiting from abundant fertile land, water resources, and favorable climate conditions. Government policies and initiatives support this sector, offering investment prospects for domestic and export markets.
2. Kurdistan's captivating cultural heritage and natural landscapes make it a burgeoning tourist destination. The tourism industry has seen rapid growth, attracting visitors to historical sites, mountains, and nature reserves. Investment opportunities exist in hospitality infrastructure, adventure tourism, and ecotourism ventures.
3. Kurdistan's industrial sector is primed for investment, bolstered by government incentives like free trade zones and tax exemptions. Diverse industries, including manufacturing, textiles, and construction materials, offer promising investment avenues.
4. The construction sector has experienced significant growth in Kurdistan, driven by a rising population and infrastructure demands. Government investments in projects such as roads, airports, and housing create a solid foundation for private sector involvement.
5. The Kurdistan Regional Government has initiated a comprehensive digital transformation strategy, focusing on e-government services to enhance efficiency and transparency. Investment prospects abound in software development, IT infrastructure, and delivering e-government services to the public.

2. What kind of business infrastructure, including technology parks, logistics hubs, and research institutions, does KRI offer that could benefit international investors looking to establish a presence?

Expanding oil and gas projects, building roads and bridges, extending railway lines within cities and between the governorates of the region, building residential complexes, developing electrical energy by building renewable energy through new technology such as solar cells or wind turbines. With regard to the technology parks, logistics centers and research institutions, the region is still in the preparation and development stage of reaching levels that can be completely relied upon.

3. How does KRI strategic location contribute to its accessibility to international markets? To which markets could your location benefit as an entry point?

Geographically, Kurdistan Region is considered a strategic region and is a gateway to global markets through commercial communication with the countries surrounding the region (Turkey/Iran), and it is a major commercial and economic gateway to federal Iraq.

4. What types of incentives, tax benefits, and government support programs are available in KRI for foreign investors?

Since the enactment of the Kurdistan Region Investment Law in 2006, the region has successfully gained substantial investments from both domestic and international stakeholders. This legislation extends a range of inducements to investors, including tax incentives, exemptions from duties, and the ability to repatriate project capital. Moreover, it ensures equitable treatment for both local and foreign investors.

5. Are there existing trade agreements, partnerships, or collaborations between Germany (EU) and Iraq that could make investment processes smoother and more advantageous?

Yes, there are trade partnerships with Germany, the European Union, and Asian countries such as China, Japan, and South Korea, in addition to the Arab countries.

6. How does KRI provide a high quality of life for residents and potential investors, including access to education, healthcare, and cultural amenities that may appeal to individuals and families from around the world?

The Kurdistan Region of Iraq (KRI) offers a high quality of life and is a desirable destination for foreign investors, individuals, and families. Its security, on par with the Gulf States, is diligently maintained by Kurdish security forces, making it a secure haven for those seeking safety and foreign businesses.

KRI's diverse population, predominantly Kurds, alongside Arabs, Turkmen, Assyrians, and Armenians, creates a rich cultural tapestry, offering a unique experience. The region seamlessly blends modern and traditional amenities, including shopping malls, parks, cinemas, and recreational facilities. Natural landscapes provide ample opportunities for outdoor activities. Additionally, KRI hosts cultural ceremonies and festivals celebrating Kurdish and international music, dance, cuisine, and handicrafts. Education is pivotal, with public, private, and international schools catering to various preferences in Kurdish, English, and Arabic. Higher education institutions offer diverse programs, many taught in English, contributing to the region's growth. Access to healthcare facilities varies, encompassing a spectrum of private and public hospitals and clinics.





Haitham Hasan Al Subaihi

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ADIO: Your partner for Growth

Haitham Hasan Al Subaihi, Acting Executive Director of Abu Dhabi Investment Office (ADIO), leads efforts to promote Abu Dhabi as an investment hub, attract innovation-focused companies, and oversees global offices. Previously, he contributed to Mubadala Health's growth and expanded the Capital Health Screening Centre. He also achieved commercial targets and initiated customer-focused strategies during his tenure as Vice President of Sales at Etihad Airways. Haitham's UK graduate degrees and diverse leadership experience position him as an effective leader in investment and economic development.

1. What are the key advantages or incentives that Abu Dhabi offers to attract foreign investors?

Abu Dhabi's unprecedented transformation over half a century has created one of the region's strongest, most diversified and sustainable economies. The UAE's capital has firmly established itself as one of the easiest places in the world to do business, backed by a positive investment environment, enabling regulations, stability, security, access to talent, live-ability, a cutting-edge infrastructure, and connectivity.

The Abu Dhabi government continues to make it easier for companies to set up in the emirate by streamlining processes, reducing business fees, simplifying setup requirements, and offering an array of long-term visas; it has issued over 250,000 long-term Golden Visas to date. The UAE ranks first globally in the Talent Attractiveness Index as per the Global Prosperity Index 2023. Abu Dhabi was also ranked as the Safest City in the World for five years running, and the Smartest City in MENA, reinforcing its position as a great place to do business and to live. People investing in Abu Dhabi can not only reside and thrive in the emirate, but also enjoy their retirement here.

2. Could you elaborate on the priority sectors that Abu Dhabi is currently focusing on for investment promotion?

Abu Dhabi is committed to leveraging technology for economic and social advancement, transitioning steadily to a knowledge-driven economy as a key component of its development and diversification plans. Over half of the emirate's GDP now comes from its non-oil sectors. The capital of the UAE has outlined bold objectives for expanding its non-oil economy while diversifying its energy portfolio to emphasize renewables and sustainable projects. This has positioned it as an attractive hub for investment in clean energy and carbon reduction initiatives. The emirate is also looking at innovation-focused sectors like agri products and packaged foods, defense, financial services, life sciences, media, entertainment, and tourism, as they provide huge opportunities to develop new solutions and to drive global impact.

Furthermore, the Abu Dhabi Industrial Strategy plans to double the sector's contribution to the capital's GDP by 2031. ADIO's work supports increased R&D and advanced manufacturing and industrial activity in Abu Dhabi and focuses on collaborations that contribute to the capital's goals and benefit from its ecosystem.

At ADIO, we are deeply committed to enriching the skill sets of Emiratis by ensuring that every investment we make aligns seamlessly with comprehensive ESG principles. This is in perfect harmony with Abu Dhabi's expansive growth vision. Additionally, we are passionate about nurturing initiatives that not only fuel research and development but also create synergistic collaborations between the academic and industrial communities.

3. In a competitive global investment landscape, how does Abu Dhabi differentiate itself as an attractive destination for investors compared to other international financial hubs?

Abu Dhabi stands as a beacon of unwavering commitment to empowering the globe's most transformative businesses to flourish sustainably, both locally and on an international scale. Gifted with unparalleled connectivity and cutting-edge infrastructure, the emirate elegantly positions itself as an esteemed launchpad for global expansion, all while nurturing universally exportable innovations.

ADIO acts as a vital catalyst, guiding top-tier businesses to prosperity within Abu Dhabi's thriving landscape. We offer an entry point to the emirate's robust innovation ecosystem, an expansive public landbank, and significant infrastructure endeavors. In seamless alignment with Abu Dhabi's commitment to empowering transformative enterprises, we work collaboratively across governmental sectors. We serve as a steadfast partner, walking alongside investors through every phase of their investment journey, contributing to the development and diversification of Abu Dhabi's dynamic economy.

Abu Dhabi's vibrant investment landscape continually generates fresh avenues for business expansion, and ADIO is here to demystify the market, identify golden opportunities, and facilitate swift action. We are staunch believers in the synergistic power of partnerships throughout the ecosystem, wherein portfolio companies and associated organizations act not just as collaborators, but also as creators of tangible value.

Leveraging our strategic network of international offices in Beijing, Frankfurt, London, New York, Paris, San Francisco, Seoul, and Tel Aviv, we advocate for Abu Dhabi as a prime investment hub and pinpoint enduring commercial prospects for innovative enterprises to thrive within our vibrant ecosystem.

ADIO's Frankfurt office actively works with investors in Germany who are looking to expand their operations into MENA and beyond. For further information, please visit our website or contact us directly.



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GreenSign Institute's Commitment to Sustainable Solutions in the Middle East

Suzann Heinemann is the CEO of the GreenSign Institute for Sustainable Development, known for her successful career in the hotel industry. She founded GreenLine Hotels, later evolving it into the [greenline-hotels.com](https://www.greenline-hotels.com) sustainable booking platform. In 2015, she established the GreenSign Institute, widely recognized for awarding sustainability certificates to hotels, spas, restaurants, offices, and health-conscious accommodations, while also co-owning Schlosshotel Blankenburg since 2016.

1. How does your company plan to adapt its sustainability assessment and certification services to meet the unique cultural, regulatory, and business environment of the Middle East?

The GreenSign Institute recognizes the uniqueness of the Middle East in aspects of culture, regulation, and business. We collaborate with an international auditing company to ensure that our assessment and certification processes are relevant and applicable without compromising the core principles of sustainability.

2. Can you elaborate on the ways in which your sustainability certificates can benefit Middle East companies, in terms of both compliance with international standards, and enhancing their market reputation?

Our sustainability certificates assist companies in the Middle East in meeting international standards and continuously improving their business practices. This bolsters their market positioning by building trust with customers, investors, and partners and showcasing their commitment to responsible action.

3. What strategies do you have in place for building strong relationships and partnerships with Middle East organizations, industry associations, and government bodies that play a role in sustainability initiatives?

GreenSign pursues a collaborative approach by organizing regular forums and workshops with key stakeholders and industry associations. Through these partnerships, we promote sustainability awareness and assist in the implementation of best practices.

4. How do you plan to communicate the credibility and value of your sustainability certificates to Middle East stakeholders, including businesses, investors, and consumers?

Through targeted communication campaigns, educational programs, and public presentations, we demonstrate the value and credibility of our certificates. We always emphasize the positive impacts that certified companies have on their communities and the environment.

5. Are there any specific industry sectors or regions within the Middle East that you see as particularly promising for your sustainability assessment services? How will you target and prioritize these sectors?

While all sectors can benefit from sustainability practices, we especially see opportunities in tourism.

6. In what ways can your sustainability assessment and certification services contribute to the Middle East's broader sustainability goals, including environmental conservation, social responsibility, and economic development?

Our services support the overarching sustainability goals of the Middle East by helping companies reduce their CO2 emissions, use resources more efficiently, and take on social responsibility. This not only promotes environmental protection but also economic development and social justice in the region.





ARTICLES



Dr. Hee Hwang

A renowned healthcare leader, serves as the CIO of Seoul National University Bundang Hospital (SNUBH) in South Korea. He led SNUBH to achieve HIMSS EMRAM Stage 7 digital maturity status twice, making it the first non-U.S. hospital to do so. Dr. Hwang's efforts extend beyond SNUBH, enhancing clinical decision-making across South Korea through a nationwide health information exchange.



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TURNING DATA INTO VALUE

How can a society as a whole become healthier? This would require preventing chronic conditions from happening in the first place and providing treatment that works. And the less money a society spends on healthcare, the better. While this may sound like an obvious concept, the conventional fee-for-service model is not conducive to reaching that goal as it offers little incentive to deliver efficient care. Providers, particularly large organizations, often focus on expensive treatments rather than disease prevention. Patients receive more tests and procedures than they need.

Fortunately, the healthcare industry has been steadily pivoting away from such fee-for-service systems to an alternative “value-based care” system. Value in healthcare means maximizing patient outcomes while reducing costs. Under this system, a provider’s reimbursement is based on quality and outcomes, driving hospitals and health systems from reacting to anticipating the needs of their patients. To be successful under this model, insights surrounding every aspect of care delivery—quality, cost, utilization, variations in care, patient behaviors and patient outcomes—are required.

Data and analytics form one of the keys to obtaining such insights. A wealth of untapped information is flooding in and the amount of healthcare data being generated continues to skyrocket. Yet without innovative, digitalized solutions, data becomes disparate and cannot be leveraged effectively. There needs to be a platform that connects this data automatically and acts as the central host of a broad range of artificial intelligence (AI)-powered applications for better decision-making. Standardizing quality decision-making using this data and making it accessible by caregivers at any level can turn data into value.

Seoul National University Bundang Hospital (SNUBH) in South Korea has successfully made use of its patient data by developing its own integrated platform after years of research. This allows for the use of AI-powered software to support hospital staff to make evidence-based decisions for better patient care and operational outcomes. The key to its success lies in its ability to mobilize hospital staff and provide the right tools for them to collect and use data for better patient outcomes. With a comprehensive view of the patient, care can be more precise and prevention more attainable. Its efficient use of resources through digitalization has helped SNUBH to grow its revenue more than 11-fold since it embarked on this journey in 2003.¹

¹ Gwang-seok C. [Special] SNU Bundang Hospital's revenue jumps 11 folds in 15 years [Internet]. KBR. 2018 [cited 2021Apr14]. Available from: koreabiomed.com/news/article_View.html?idxno=3660





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A Frankfurt native and business administration graduate from Johann Wolfgang Goethe University, led investor marketing for Victoria, Australia in Europe across various international cities. Since 2013, he's served as the President & CEO of FrankfurtRheinMain GmbH, successfully attracting global investors to the Frankfurt RheinMain region with a team of 30 employees and 5 foreign offices, aiding over a thousand foreign companies. Apart from his professional endeavors, Eric is a married father of two, an avid surfer, skater, snowboarder, and a lifelong drummer in a band.

FRANKFURT RHEINMAIN: THE "5+1 FORMULA" FOR INVESTORS FROM THE GULF REGION

Frankfurt RheinMain GmbH International Marketing of the Region (FRM GmbH) is the official location promotion of the City of Frankfurt and the region around the two rivers Rhine (Rhein) and Main. FRM GmbH supports international companies before and during their first steps in the Greater Frankfurt region. Among many other services, the government-funded agency coordinates the site selection process in close consultation with the client company and regional administrations. Experts of FRM GmbH also provide support with work and residence permits on a case-by-case basis; they provide access to industry networks or establish contact with suitable service providers for the setting up process. In this interview, Eric Menges, president and CEO of FRM GmbH, talks about the region's particular strengths.

Mr. Menges, with which location factors can Frankfurt RheinMain score internationally and attract companies from the Gulf region?

To make it short, it's clearly the "5+1 formula".

- 1.** The unrivaled connectivity of Frankfurt RheinMain. I am not just referring to our major international airport, but also to its integration into the German and European road and rail networks. Regionally, too, short distances between living and working—schools, leisure facilities and much more—can be reached quickly from everywhere.
- 2.** Frankfurt is known as a business hub; if you invest in Frankfurt your clients will be made aware that you are absolutely serious about doing business.
- 3.** We have a strong economic foundation with a large number of international key players and key industry sectors. We are known as a financial center with the European Central Bank, BaFin, and many German as well as International banks. But Frankfurt RheinMain has much more to offer: a strongly growing IT sector, automotive design and development competence, and a particularly successful life sciences sector.
- 4.** Our DNA is international and open. This has grown over centuries based on our tradition of large international trade fairs right in the middle of Europe. It is only logical that our English literacy across society and hierarchical levels is second to none in Germany. Furthermore, our internationality is reflected in the large number of international schools and foreign consulates.
- 5.** Our talent is truly remarkable. A higher education landscape with 30 universities, as well as a broad talent pool from our established industries.

And what do you mean by "+1"?

Quite clearly our quality of life. This often comes as a surprise. Expatriates are sometimes hesitant when they are offered a job here. But as hesitant as they may be at first, they are reluctant when it comes to leaving. Our special mix of urban life, fascinating culture, accessible nature, historical sites and an overall safe and healthy lifestyle, especially for families with children, makes living and working here a great experience. Last, but certainly not least, everything is so well connected and within easy reach that you do not have to spend hours on end driving or commuting from A to B and back.

How does FRM GmbH go about international location marketing?

You have to distinguish between two types of roles here. First, of course we do classic marketing with campaigns, brochures, social media and the Internet. Second however, we follow a classic sales process without really having anything to sell. By this I mean the consistent and systematic approach to companies that do not yet have representation in our region. We analyze and research companies that might have potential to expand to Europe. We then reach out to them directly, in their language and in their time zone, for example via our international offices. After all, our main task is to attract companies to the Frankfurt RheinMain region who create jobs and contribute to our economy. In this respect, we cannot consider every company which is simply interested in selling their product in Germany. We need to categorize and prioritize accordingly to the positive economic impact that a company or investor may bring with them. This said it does not really matter if a company or project is small or large, as long as they are willing to contribute.

How then do you specifically support companies that are interested in Frankfurt RheinMain or would like to locate there?

Simply speaking, we give them the expert and comprehensive advice needed to help set up their business in Germany. We do not have a catalogue of our services; we always provide support along the lines of what is really required by a particular client.

In the first stage we often provide general information on local industries, regional conditions, and the wider Frankfurt RheinMain ecosystem, as well as an overview of taxes and legal requirements.

After this we provide comprehensive support during the site or office selection process based on individual specifications. Finally, we connect our clients with the right decision makers in the administration of their location of choice. As a government-funded organization, these investment facilitation services are obviously free of any charge, and let me assure you they save foreign companies a lot of time and money.



Frankfurt RheinMain

International Marketing
of the Region



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A mining and economics expert with a Doctor of Engineering in mining, boasts a storied career marked by leadership roles like Managing Director. His dedication to eco-friendly mining and extensive project management skills make him a respected figure in the mining and minerals field.

STRATEGIC NATURAL RESOURCES PARTNERSHIPS: HOW CAN GERMAN SMES BENEFIT FROM NATURAL RESOURCES PARTNERSHIPS WITH THE GULF COUNTRIES?

Raw materials for battery technologies such as nickel, cobalt, manganese, copper, and lithium are in high demand. In addition to maintaining the innovation and competitiveness of German industry, this applies to the application of climate protection technologies as well as to the central topics of energy transition, electromobility, and digitalization. It is worrying that Germany is already one of the five largest importers of raw materials in the world, but without having any significant raw material production of its own at home or abroad.

In addition, a raw materials turnaround in the sense of uniformly higher international standards in terms of environmental protection, as well as social and technological development (environmental social governance—ESG) will become necessary. The most urgent task for the coming years is to implement both issues, raw material security and ESG conformity, at the same time. This primarily requires investments in the exploration, production, processing, and refining of raw materials. In addition, technical innovations are needed to expand existing mining capacities and make them as ESG-compliant as possible.

The Gulf states vary considerably in size, economic strength, and framework conditions. However, they are united by their high dependence on the development and global export of energy resources such as oil and gas. In recent years, there has been massive investment in the expansion of fossil energy production and processing capacities. At the same time, the countries have recognized the need to strengthen other sectors of their economy. Recently, they have been investing in solar and wind energy projects as well as green hydrogen. Even if renewable energies and environmental technology still lag behind fossil commitment, the future potential is obvious. Furthermore, there is increasing interest in the development of new mining sectors for technology minerals in the Gulf States. Although their potential is still a subject of exploration, the advantages of a long-term conversion are already obvious today. The provision of inexpensive renewable energies not only makes it possible to produce green hydrogen on a large scale, but also to operate mines on technology minerals in a climate-friendly way. In this respect, there is an opportunity to use international climate protection targets to open up new markets. And this is precisely where the opportunities lie for German SMEs to develop production and processing capacities in the Gulf states together with the Arab countries.

A corresponding raw material partnership of the Federal Republic of Germany with individual Gulf States and/or in association would therefore be advantageous in securing access to raw material resources in the Gulf States from the point of view of SMEs and, conversely, to bind know-how carriers and industrial developers in the long term from the point of view of the Gulf States.

The logo consists of the letters 'FAB' in a bold, stylized, sans-serif font. The letters are dark blue with a white outline, giving them a three-dimensional appearance. They are set against a white rectangular background.



Prof. Dr. Martin Wortmann

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FOSTERING SKILLS FOR SUCCESS: COLLABORATIVE APPROACHES TO VOCATIONAL AND EDUCATIONAL TRAINING WITH GERMAN INSTITUTIONS

Frequent attempts have been made to export the German vocational training system and thus also to prepare the ground for the internationalization of SMEs, but also to provide access to the German labor market. This has frequently failed, first and foremost, because of the misunderstanding of Mittelstand as small and medium-sized enterprises, without considering their cultural characteristics, which have evolved over centuries. Moreover, we have forgotten that education transfer is not one-way; it is bidirectional. This means that both sides influence the transfer of good education, shape and enrich it. Only at eye level can educational products be created that can be successful in accordance with various educational cultures and economic structures.

The future of international education is a lively exchange between a range of systems, such as the exchange of students, trainees, teachers, and companies—in other words, educational mobility. This is the only way to create cross-cultural educational processes, which are a prerequisite for the development of culturally appropriate but also internationally comprehensive vocational training. Only then will it be possible to achieve the goal of developing skilled workers internationally and meet the needs of both the partner countries and Germany. In this way, we give small and medium-sized enterprises the opportunity to obtain qualified skilled workers, to position themselves competitively nationally and internationally, and to enable our partners around the world to participate actively in a model of success.

What can this look like in practice? First of all, the conditions for systematic and continuous cooperation between German educational institutions and training facilities, e.g., in the Gulf region, must be created. To this end, the training cultures, didactics, technical requirements, expectations of vocational training, networking in the economy, and training content must be compared and made tangible in pilot projects (joint teaching). The data collected will be evaluated as part of a scientific monitoring process, and the results will be implemented in the form of improvement proposals for the sustainable improvement and continuation of follow-up projects.

Given the distances between the regions, this may seem impossible. But digitization opens up new perspectives and the opportunity to work together across distance, even in the field of education. Of course, we must not forget personal presence. It is the essence of any collaboration. But resource-consuming international projects can suddenly be prepared jointly, independent of time and place. Teaching projects, even in the technical area, are possible without travel expenses; cooperation projects can be established and evaluated more quickly and, ultimately, an optimized preparation for the analogous implementation of educational cooperation takes place here.



**MITTELSTAND
BILDUNGSALLIANZ**

Eine Initiative des BVMW



مكتب أبوظبي للاستثمار
ABU DHABI INVESTMENT OFFICE



Der
Mittelstand.
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