

Partnering in Business with Germany

Focus: Industry 4.0

Preparatory phase:	27.01.2025 – 14.03.2025
Stay in Germany:	24.03.2025 – 10.04.2025
Evaluation:	25.08.2025 – 19.09.2025

Introduction

Partnering in Business with Germany is a global programme of the Federal Ministry for Economic Affairs and Climate Action and designed to promote foreign trade and investment. It seeks to help SMEs from developing and emerging countries forge successful business ties with German SMEs.

Programme

Attention: The following dates are stated in CET/CEST.

Monday, 24.03.2025

- 07:45** **Pick-up from the hotel**
Guide: Christina Schneider-Siemon

Parkhotel Am Berliner Tor
Borgfelder Straße 1-9, 20537 Hamburg
- 09:00 – 12:00** **Introduction „Welcome to Hamburg“**
Tutor: Christina Schneider-Siemon, Sören Faika,
Birte Schubert, Corinna Busacker

TUHH Campus, Building F, Room E.25
Kasernenstr. 12, 21073 Hamburg
- 12:00 – 13:00** **Lunch at Canteen TUHH Campus**
- 14:30 – 16:30** **Company visit @Clayston**
Speaker: Rafael Villena Y Scheffler

Conference room at Clayston
Lehmweg 17, 20251 Hamburg

Tuesday, 25.03.2025

- 08:00** **Pick-up from the hotel**
Guide: Sören Faika / Corinna Busacker

Please bring your passports with you, as they are required to enter Container Terminal Altenwerder. Also, be sure to pick up your lunch package at the hotel reception by 7:45 AM.

- 09:00 – 13:30** **Company visit @HarbourPortConsulting and @Container Terminal Altenwerder**
Speaker: Nuno Nunes, Vice President of HPC Hamburg Port Consulting

Conference room session at HPC
Breite Str, 61, 22767 Hamburg
followed by a guided bus tour to the Container Terminal Altenwerder (CTA)
- 13:30 – 14:15** **Packed lunch from the hotel / Quick look inside the Elbphilharmonie**

- 14:30 – 16:30 Port tour with the Authority for Economy and Innovation Hamburg (BWI) in cooperation with Hamburg Port and Logistics (HHLA)**
Speaker: Dr. Martin Albers (Port and Logistics, International Cooperation, BWI) and Johannes Berg (Director Corporate Affairs, HHLA)

Wednesday, 26.03.2025

- 08:30 Pick-up from the hotel**
Guide: Christina Schneider-Siemon
- 10:00 – 12:30 Company visit @Olympus Surgical Technologies Europe**
Speaker: Claudia Braun and Deny Sanchez Vasquez
OSTE-Reception, Kühnstraße 61, 22045 Hamburg
- 12:30 – 14:15 Lunchbreak - – Free time in the Centre of Hamburg**
- 15:00 – 18:00 Company visit @Make Work Flow GmbH**
Speaker: Markus Bosse (CEO & Founder), Clara Soltau (Product Manager)
Make Work Flow Headquarter
Offakamp 9a, 22529 Hamburg

Thursday, 27.03.2025

- 08:00 Recommended departure time**
- 09:00 – 17:00 Training: Intercultural Management**
Trainer: Christina Schneider-Siemon
TUHH Campus, Building F, Room E.25
Kasernenstr. 12, Hamburg, 21073
- 12:00 – 13:00 Lunch at Canteen TUHH Campus**

Friday, 28.03.2025

- 08:00 Recommended departure time**
- 09:00 – 17:00 Training: How to create a business plan and how to use it**
Trainer: Stephan Haensch
TUHH Campus, Building F, Room E.25
Kasernenstr. 12, Hamburg, 21073
- 12:00 – 13:00 Lunch at Canteen TUHH Campus**

Monday, 31.03.2025

- 06:45** **Pick-up from the hotel**
Guide: Christina Schneider-Siemon and Corinna Busacker
- 10:30 – 13:00** **Company visit @Cradle to Cradle**
Speaker: Isabel Gomez (CEO)
Cradle to Cradle Lab & Headquarter
Landsberger Allee 99c, 10407 Berlin
- 13:45 – 14:30** **Lunchbreak/ Free time in the Centre of Berlin**
- 15:00 – 17:00** **Company visit @Projektron GmbH**
Speaker: Francisco Josué Dorl Artaza (CEO)
 Lucas Artaza (CPO)
Projektron Headquarter
Charlottenstraße 68, 10117 Berlin

Tuesday, 01.04.2025 **08:00** Recommended departure time

- 09:00 – 17:00** **Training: Negotiations with German business partners / included Lunch at Canteen TUHH Campus**
Trainer: Christina Schneider-Siemon
TUHH Campus, Building F, Room E.25
Kasernenstr. 12, Hamburg, 21073
- 12:00 – 13:00** **Lunch at Canteen TUHH Campus**

Wednesday, 02.04.2025

- 06:45** **Pick-up from the hotel**
Guide: Christina Schneider-Siemon, Corinna Busacker
- 10:00 – 17:00** **Trade fair visit @Hannover Messe**
Hermesallee
30521 Hannover
- 13:00 – 14:00** **Lunchbreak – Free time @Hannover Messe**

Thursday, 03.04.2025

- 06:45** **Recommended departure time**
Guide: Christina Schneider-Siemon / Sören Faika
- 10:00 – 13:00** **Trade fair visit @Hannover Messe**
Hermesallee
30521 Hannover
- 13:00 – 15:15** **BMWK Event – meet participants from Chile, India, Southafrica**
Room Bonn 1, Convention Center – Ground Floor
1:00 PM Group allocation
1:30 PM Lunch
2:00 PM Speech by BMWK
2:10 PM Group discussion with BMWK
3:00 PM Farewell
- 15:15 – 17:00** **Trade fair visit @Hannover Messe**

Friday, 04.04.2025

- 08:00** **Recommended departure time**
Guide: Christina Schneider-Siemon
- Please bring your passports with you. You need them to enter Dräger's venues.**
- 09:00 – 12:00** **Reflection on LoUs, trade fair visit and B2B appointments**
Tutor: Christina Schneider-Siemon
TUHH Campus, Building F, Room E.25
Kasernenstr. 12, Hamburg, 21073
- 12:45 – 14:00** **Lunch @Dräger**
- 14:00 – 16:30** **Company visit @Dräger**
Speaker: Mr. Raske (Former Managing Director of Dräger Mexico)
Headquarter: Dräger Medical Deutschland GmbH
Moislinger Allee 53–55, 23558 Lübeck

Monday, 07.04.2025

08:00 **Recommended departure time**
Guide: Christina Schneider-Siemon

09:00 – 17:00 **Training: "Leadership"**
Trainer: Julia Moritz

TUHH Campus, Building F, Room E.25
Kasernenstr. 12, Hamburg, 21073

12:00 – 13:00 **Lunch at Canteen TUHH Campus**

Tuesday, 08.04.2025

08:15 **Pick-up from the hotel**
Guide: Christina Schneider-Siemon

09:00 – 11:30 **Networking event @Hamburg Chamber of Commerce**
„Mexico in the Shadow of US Trade Policy:
Risks and Opportunities for German Business“

Speaker: Carsten Schryver, Chairman of the Americas Business;
Chamber of Commerce Hamburg

 Kolja Harder,
Hamburg Ministry of Economics and Innovation

 Tonatiuh Velazquez, Latin America Association

Keynote: Ernesto Pérez Astorga, Minister of Economic and Port
Development of the State of Veracruz

Paneldiscussion:

- Mark Peters, Wiechers & Helm, Hamburg (TBC)
- Kai Kesting, Globe Chemicals, Hamburg (TBC)
- N/N, Kühne + Nagel
- Lorena Hernandez, JAG
- Alan Alejandro Aranzola Rodriguez, PMA

Chamber of Commerce Hamburg,
Adolphsplatz 1, 20457 Hamburg

11:30 - 12:30 **Network Lunch @Hamburg Chamber of Commerce**

14:30 – 17:00 **Company visit @Artificial Intelligence Center Hamburg (ARIC) →**
Speaker: Laura Tönnsen, AI Project Manager

5th Floor
Van-der-Smissen-Straße 9, 22767 Hamburg

Wednesday, 09.04.2025

08:00 **Recommended departure time**

09:00 – 17:00 **Organisation / Flexible day for B2Bs**

Tutor: Christina Schneider-Siemon

TUHH Campus, Building F, Room E.25

Kasernenstr. 12, Hamburg, 21073

12:00 – 13:00 **Lunch at Canteen TUHH Campus**

Thursday, 10.04.2025

08:00 **Recommended departure time**

09:00 – 15:00 **Closing event: Final reflection and presentations**

Tutor: Christina Schneider-Siemon / Corinna Busacker

TUHH Campus, Building F, Room E.25

Kasernenstr. 12, Hamburg, 21073

12:00 – 13:00 **Lunch at Canteen TUHH Campus**

17:00 – 20:00 **Final dinner together**

Gröninger Privatbrauerei Hamburg

Willy-Brandt-Str. 47, 20457 Hamburg

General Information

Hotel

Park Hotel am Berliner Tor
Borgfelder Straße 1-9
20537 Hamburg

Training Center

DIBeratung
DIBeratung GmbH, Eimsbütteler Straße 13, 22769 Hamburg
Phone: +49 (0) 40-32964815

Insurance

You are insured against sickness, accident, and liability for the duration of the programme in Germany. In the event of illness, please contact your programme assistant. We will help you to find a suitable doctor.

In case of emergency (phone numbers free of charge)

Fire and ambulance emergencies: 112
Police: 110

Contact person:

Name	Birte Schubert
Organisation	DIBeratung
E-mail	Schubert@diberatung.de
Phone	tba

'Partnering in Business with Germany'
is an instrument to promote foreign
trade and investment by the



Federal Ministry
for Economic Affairs
and Climate Action



Partnering in Business
with Germany

'Partnering in Business with Germany' is
carried out on behalf of the Federal Ministry
for Economic Affairs and Climate Action by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH