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Event information: 8th East German Economic Forum with German Chancellor Olaf Scholz

8th East German Economic Forum (OWF) from June 11 to 13 in Bad Saarow with German Chancellor Olaf Scholz, Federal Minister for Economic Affairs and Climate Action, Dr. Robert Habeck, Federal Minister of Labour and Social Affairs, Hubertus Heil, and other high-profile participants

May 2nd, 2023 - Under the motto "A New Era," leading figures from business, politics, science, and society will come together at the East German Economic Forum in Bad Saarow, Brandenburg. Their central theme: the opportunities for transformation against the backdrop of drastic global events such as the pandemic and Russia's war against Ukraine. Global supply chains need to be reviewed, energy supply reorganized, industrial production made sustainable. However, decarbonization, digitalization, innovation and entrepreneurial commitment bring new opportunities. Old certainties are wavering. One thing is certain: We are on the way into a new era.

Is eastern Germany really threatened by de-industrialization or are we rather experiencing re-industrialization? How can (eastern) Germany attract the urgently needed skilled workers and employees? How do we position ourselves within the global competition and what role can the high-tech clusters of eastern Germany play in this? How can we succeed on the road to a hydrogen economy? And how can the upcoming transformation processes be accelerated? These are just some of the questions that will be addressed at OWF23.

The conference will kick off on Sunday, June 11, 2023, with a keynote address by German Chancellor Olaf Scholz. Minister President of Brandenburg, Dietmar Woidke, will open the program on Monday, June 12. The Federal Minister for Economic Affairs and Climate Action, Dr. Robert Habeck, as well as the Federal Minister of Labour and Social Affairs, Hubertus Heil, will address the participants of OWF23 with a keynote speech. Participants can expect an extensive program with panel discussions, deep dives and expert labs, working breakfasts and night talks. The partners and sponsors of OWF23, who are also actively involved in the program, include Germany Trade & Invest (GTAI), de:hub - the Digital Hub Initiative of the German Federal Ministry for Economic Affairs and Climate Action, as well as companies such as Bayer AG, 50Hertz Transmission GmbH, Contemporary Amperex Technology Co, Limited (CATL), LEAG and VNG AG. The exclusive location partner is the Hotel Esplanade Resort & Spa Bad Saarow.

Dr. Philipp Mehne, CEO of Germany - Land of Ideas and organiser of OWF23: "The OWF is the central place for the exchange of ideas about eastern Germany as a business location. At the same time, the topic of the conference - economic transformation - is globally relevant, because transformation processes like those in eastern Germany can be observed all over the world. And East Germany can certainly be a role model for these processes."

Facts and figures about the OWF23:

OWF23 will take place from June 11 to 13 at Hotel Esplanade Resort & Spa, 15526 Bad Saarow. Organizer is the location initiative Germany - Land of Ideas.

Tickets can be acquired starting middle of April online: <https://ostdeutscheswirtschaftsforum.de/konferenz/tickets/>

Journalists can already be accredited for the conference in advance at presse@land-der-ideen.de.

The East German Business Forum is the most important platform for all topics concerning East Germany as a business location. Its goal is to highlight the opportunities and challenges of the business location, to connect relevant stakeholders from business, politics, and science, and to develop solution approaches for the transformation processes that are shaping the region. The OWF was founded in 2016 by the publisher and journalist Frank Nehring.

How is the mood? The OWF Transformation Barometer

On the occasion of last year's OWF22, a representative survey of eastern German decision-makers was conducted for the first time under the title OWF Transformation Barometer. In 2023, these decision-makers will be asked for their assessment of topics such as attracting skilled workers, large-scale settlements and bureaucratic hurdles, and the success of structural change processes in eastern Germany. The study is being conducted by Civey GmbH on behalf of Germany - Land of Ideas in partnership with Deutsche Kreditbank AG (DKB). The results of the OWF Transformation Barometer 2023 will be published in the run-up to the conference and additionally presented at OWF23.

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