

Ostdeutsches Wirtschaftsforum*

Program outline OWF 2024, 2.-4. June / Bad Saarow, Germany

*East German Economic Forum



Overall concept.

The OWF 2024: Back in Bad Saarow, but bigger.

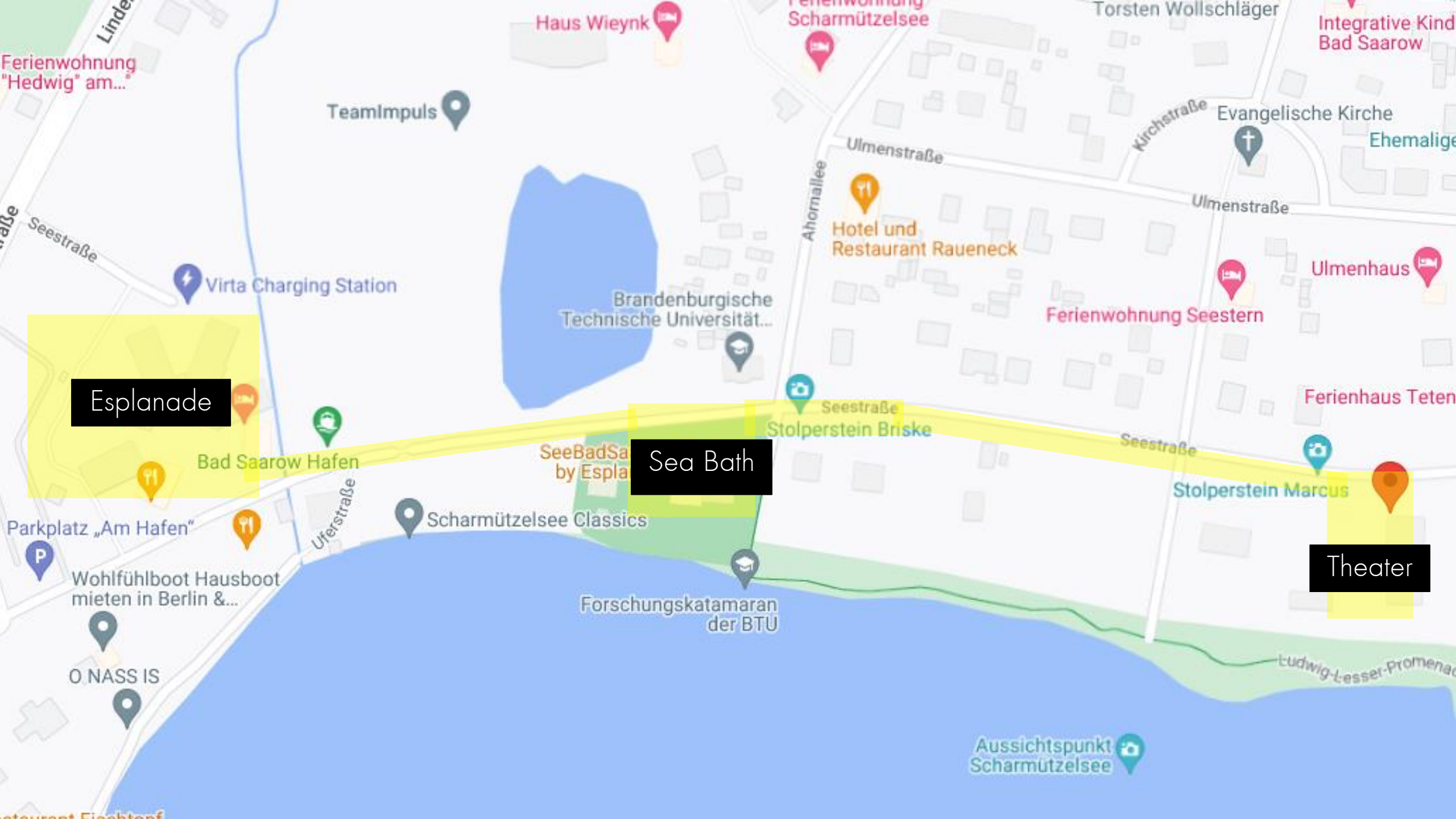
Location:

- The OWF 2024 is back in Bad Saarow
- Theater am See as a venue for central program elements with many guests; Esplanade as another focal point of the conference
- Thus slightly larger capacity (350 instead of 250 hall guests; additional public viewing)

Charakter:

- More interaction, more networking, more personal exchange than in 2023
- Mix of keynotes, impulses, discussions, workshops, networking events
- Even more exclusive group of participants if possible
- Confidential character and basic conference structure remain unchanged





Esplanade

Sea Bath

Theater



Content alignment.

The guiding principle for the OWF 2024: „Fast Forward“.

Fast Forward 1: Digitalization, administrative modernization, mobility and energy transition: Business, politics and society need to pick up speed in the upcoming transformation processes.

Fast Forward 2: In eastern Germany in particular, we are experiencing upheavals and technological developments with a rare dynamism, whether in digital technologies or the establishment of large companies.

Fast Forward 3: As a high-wage country, Germany is dependent on its innovative strength in international competition. Being ahead of one's time, being faster and better than the competition is a prerequisite for the existence of market leaders from the SME sector and innovative large companies from the DAX.

Fast Forward 4: Rapid change has its price. Polarization is increasing, not everyone feels included, a common vision is missing.

Fast Forward bundles these thoughts and serves as a creative springboard for the 2024 conference.



First highlights for Sunday, June 2nd.

Network meeting

Professionally or regionally curated network meetings.

Start-up matchmaking.



Confirmed.

Keynote speech Federal Chancellor

Chancellor Scholz talks about the state of the location and answers questions from OWF guests.



Confirmed.

20 years eastward enlargement

Idea: PM Czechia, possibly PM Poland and the Federal Chancellor (or similar) discuss 20 years of transformation on both sides of the Oder and Elbe.



Request in progress.

First highlights for Monday, June 3rd.

How will growth return?

Keynote Minister Robert Habeck



Confirmed.

Discussion: What remains of the promise of the green economic miracle? What will drive growth in the future? Is stagnation or recession the price of (too) rapid change?

Who pays for the transformation?

Impulses / discussion: How much funding is required for the urgent investments that are needed quickly? How much can the state bear, how much must companies and consumers bear? How can financing be used as a control instrument?



Request in progress.

How much change can society tolerate?

Impulses / discussion: What upheavals are reasonable, especially in East Germany? Who benefits, who loses, and what support is needed? What needs do small companies have? What is the political price of rapid change?



Request in progress.

First highlights for Tuesday, June 4th.

What does the SME sector need?

SMEs are disproportionately burdened by reporting obligations, have to fight harder for skilled workers and for the attention of politicians. How do we strengthen the SME landscape in eastern Germany?



Request in progress.

How can Germany become more innovative?

What contribution can start-ups make? What impact do technology clusters and science locations have? How can a Silicon Valley-style ecosystem be created so that start-ups and subsidiaries remain in (East) Germany?



Request in progress.

Defying crises: Which mentality brings success?

Business is psychology, and psychology is important for success. Former professional Matthias Sammer explains which mentality leads to success and which obstacles need to be overcome.



Confirmed.

Possible topics for in-depth formats.

- Reducing bureaucracy and simplification: Examples show how change can be simpler and faster
- Science as a driver of growth: The effects of large research institutions
- Major relocations: What the arrival of Intel, Tesla or TSMC means for regional SMEs
- The infrastructure of the future: What is happening in eastern Germany
- Germany as a country of immigration: What needs to improve in the integration of skilled workers and what is already going well
- Medication supply / Healthcare industry & AI
- Small and medium-sized enterprises in rural areas
- Sustainable mobility / Transformation of the automotive industry
- Energy transition, renewable energies, battery location, structural change in coal regions
- Germany 2030: What is the vision and how do we talk about change?
- State or market: Who is better at managing change?
- Market and social market economy

This could be the overall structure (draft).

Sunday, 2.6.

Network / Matchmaking
CEO reception, ambassadors, start-ups

Opening / Agenda
FC Scholz

Discussion
20 years EU eastward enlargement

Monday, 3.6.

Impulses / Discussion
How will growth return?

Energy

Topic XY

Impulses / Discussion
Who pays for the transformation?

Topic Z

Infrastructure

Impulses / Discussion
How much change can society tolerate?

Tuesday, 4.6.

Impulses / Discussion
What do SMEs need?

AI for SMEs

Future technologies

Impulses / Discussion
How can Germany become more innovative?

Final impulse
Winning mentality in times of crisis

We look forward to your suggestions and proposed topics for the OWF 2024!



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The background is a solid dark blue. On the right side, there are two large, bright yellow geometric shapes. The top one is a parallelogram pointing downwards and to the right. The bottom one is a larger parallelogram pointing downwards and to the left, partially overlapping the first one.

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