

CANADIAN-GERMAN TRADE MISSION: AUTOMOTIVE AND E-MOBILITY SECTOR SEPTEMBER 28-30, 2021 (ONLINE)



DIGITAL COLLABORATION VISIT TO GERMANY FOR THE AUTOMOTIVE INDUSTRY FROM CANADA

- **Meet business partners in Germany**
- **Discuss innovations and trends in Europe**
- **Flexible manufacturing, e-mobility:
battery technologies and drives**

The Automotive and E-mobility Sectors are vital to both the Canadian and German economies. In order to support establishing new Canadian-German business partnerships and fruitful exchange in this area, we are organizing an online Trade Mission to Germany on behalf of the German Ministry for Economic Affairs and Energy.

During the 3-half-day online program Canadian and German companies and business organizations will take part in a main presentation event, several collaboration webinars, demonstrations of reference projects and expert panels on new, innovative technology in the automotive industry.

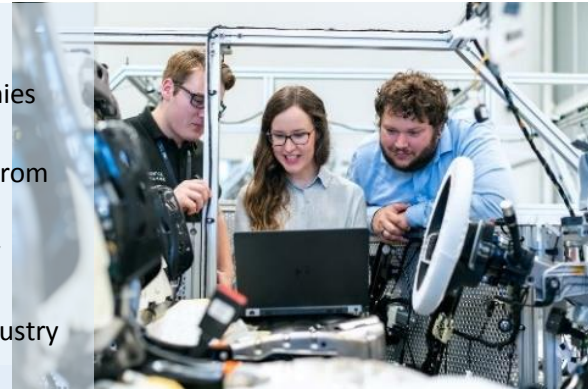
Why Germany?

- By far Europe's leading production and sales market (home to OEMs like Volkswagen, Porsche, Audi, Mercedes, Microchip-factory by Bosch and the world's largest Tesla car and battery factory)
- A key automotive innovation capital recognized worldwide: high R&D-investments in the automotive, e-mobility, battery cells and hydrogen technologies sector
- Complete industry value chain integration, including chips, batteries, and textiles
- Focus on high quality and standards, world class experts and manpower
- Strong positioning in the field of batteries and electric drives
- Increasing demand for e-cars accelerated by government incentives and European regulations on CO₂-reduction

Funded by: German Ministry for Economic Affairs and Energy, Foreign Market Entry Program for SMEs

Advantages for Canadian participants

- Participation in 3 half-day sessions full of meetings with German companies that are open to Canadian-German cooperation
- Unique opportunity to meet new suppliers and other business partners from Germany, conveniently from your office or home
- Up-to-date market information and strategic opportunities presented by industry experts
- Study visits to leading manufacturers of solutions for the automotive industry
- On-site support for establishing contact with the companies you meet



Agenda (virtual program in Germany)

Within only 3 hours per day you will be attending lectures, networking and company visits. Each session will be conducted in **English** and will take place on the **ZOOM** platform (the relevant link will be sent to you later). The time in the program is Canadian time (**EDT**).

TUESDAY, 28.09.2021

9:00 – 10:10 AM

„Ready to take off“ - Online Get-together for Canadian participants

- **Greeting and Opening (10 min)** / Mr. Christian Weigert, Federal Ministry of Economics and Technology-Market development program for SME / Dr. Markus Reichel, CEO DREBERIS GmbH
- **„It's a match!“ 60-seconds introduction round:**
Each participant presents his company or institution in the form of a Match-Pitch of max. 60 seconds (20 minutes): Match-Pitch - we light a match in front of the camera and let the company talk as long as it burns!
- **Presentation of the weekly program and the technical requirements & short introduction of the German participants (15 min)** / Ms. Justyna Gerhardt, DREBERIS GmbH
- **Trends and developments in the German automotive industry and its implications for Canadian participants (15 min)** / Mr. Christoph Mester, Germany Trade and Invest
- **Final discussion (10 min)** / Ms. Justyna Gerhardt, DREBERIS GmbH

Virtual coffee break (10 min)

10:20 AM – 12:00 PM

Technical Seminar "Clean Engines: E-Mobility: In Search of the Super Battery"

- **Warm-up (5 min)** / Moderator
- **Lightning talk: Are batteries for electric cars the key to sustainable mobility in the future?** Dr. Axel Thielmann, Head of the New Technologies Competence Center, Head of the Industrial Technologies Business Area
- **Design and operating strategy - core elements of the sustainable battery life cycle** / Mr. Alexander Kohs, Head of Department Battery & Charging / Unit eMobility Systems, Bertrandt AG
- **Innovation with printed organic sensors - Quality "Made in Germany" at Chinese prices** Dr. Florian Ullrich Innovation, InnovationLab GmbH
- **Discussion**

Virtual coffee break (10 min)

- **Further presentations as well as a joint exchange session**
- **Q & A, Closing words (10 min)**

Official Partner in Canada:

WEDNESDAY, 29.09.2021

9:00 – 9:20 AM

Canadian-German Cooperation Event "At full throttle into the future"

- **Greeting and Opening, Introduction of the participants (20 min)**
Dr. Markus Lang, German Consul General in Canada (requested)
Mr. Christian Weigert, Federal Ministry of Economics and Technology-Market development program for SME
Dr. Markus Reichel, CEO DREBERIS GmbH
Ms. Karine Villeneuve, Propulsion Quebec
Dr. Jens Katzek, Automotive Cluster East Germany

9:20 – 10:00 AM

Thematic block I: Clusters: Fuel for future collaborations

- **How Canada's largest e-mobility Cluster will shape the future of the sector (10 min)**
Ms. Karine Villeneuve, Vice-President Propulsion Quebec
- **Experience from 15 years of cluster work. Where is the journey going?! (10 min)**
Mr. Dr. Jens Katzek, Automotive Cluster Ostdeutschland / Automotive Cluster East Germany
- **New era in the automotive industry - panel discussion (20 min)** *discussion with keynotes and participants attending*

Virtual coffee break (10 min)

10:10 – 11:20 AM

Thematic block II: Cooperation as a driver - strengthening intercontinental collaboration

- **Tackling current challenges together on the example of a German-Canadian Fuel Cell Cooperation: DEKADE* (15 min)**
Dr. Nada Zamel, Fuel cell characterization Fraunhofer ISE
 - **5 important mistakes to avoid in Canadian-German collaborations (15 min)**
Agata Reichel-Tomczak, DREBERIS GmbH
 - **Opportunities and idea creation for German-Canadian R&D projects (15min)**
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 - **Current funding opportunities: call for proposals for German-Canadian R&D projects (10 min)**
Georg Nagel, Coordination Office "International Cooperation"
-
- **Q & A session**
 - **Summary**

11:30 AM – 12:00 PM

Surprise



THURSDAY, 30.09.2021

9:00 – 10:20 AM

Canadian-German Online Networking Event

Moderation: Ms. Justyna Gerhardt, DREBERIS GmbH

Several Themed Networking sessions (tbd):

Warm up (5 minutes)

First contact discussions in a form of blind speed dating: A participant will be moved to a virtual room with 2 other participants in order to get to know each other, after 9 minutes the change will take place automatically

3 participants in the room x 9 minutes for a conversation x 3 rounds

=

6 new contacts in one session!

Official Partner in Canada:

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10:20 – 10:30 am	Virtual coffee break (10 min)
10:30 – 11:00 am	<p>Technical Seminar “Hydrogen technology”</p> <ul style="list-style-type: none"> • Innovation Cluster HZwo in cooperation with Energy Saxony / Karl Lötsch, CEO HZwo e. V
	Virtual coffee break (10 min)
11:15 am – 12:00 pm	<p>Feedback session with the Canadian participants</p> <p>Moderation: Ms. Justyna Gerhardt, DREBERIS GmbH</p>

We reserve the right to make changes to the program.

ORGANIZERS



For over 22 years we have helped businesses and institutions **enter new markets** and develop international **expansion strategies** on all continents, including 50 sectors and 50 countries.

Our team is based in 4 offices across Europe: Dresden (Germany), Wrocław (Poland), Schwyz (Switzerland) and Lviv (Ukraine). DREBERIS is the **founder of an Export Award** and creator of the ethical, minimalistic management approach, the **DREBERIS Method**.

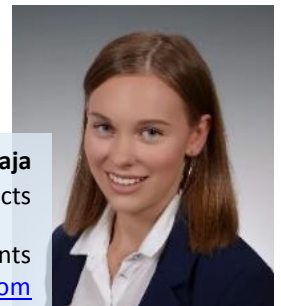
[The **name DREBERIS** may sound unusual to many ears, but it stands for German **Dresdner Beratung für internationale Strategien** (International Strategy Consultants from Dresden) and we proudly stand by it!]

For this Trade Mission to Germany we will not only support you as a participant, but also provide a productive and beneficial program!

Your contact person:

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Pictures by: Pixabay

OUR PROJECT PARTNERS in Germany and Canada



Official Partner in Canada:

