

**Video Conference**  
**Post-Brexit Business and trade opportunities**  
**in the Industrial Heartland of Germany with NRW.INVEST**

**24<sup>th</sup> September 2020**

**2:30 p.m. – 3:45 p.m. (CET/Berlin) / 1:30 p.m. – 2:45 p.m. (GMT/London)**

We all are going through a changing scenario in our society, business and trade. Some of these changes are already visible like – virtual interaction and digitalisation starting from home-schooling to home-office. However, we are yet to learn and experience many new aspects of business and economic shifts and geopolitical consequences. While UK is preparing for the post-Brexit Phase for many countries and economies the European Union will remain a key partner in the future.

We invite you to an entrepreneurial round table on challenges and aspiration of business, trade and economic collaboration and co-operation. You will have the opportunity to find out about the exciting business possibilities in Germany's economic powerhouse North Rhine-Westphalia (NRW). NRW is in the focus of the dynamic developments and offering opportunities to international business and trade. Furthermore, NRW ranks top as a location of the manufacturing and service industries in the EU and offers tremendous potential for cooperation not only in the field of digitalization.



**Astrid Becker**  
General Manager  
Asia, Southeast  
Asia, Australia,  
South America  
NRW.INVEST



**Stephanie Beeres**  
Head of Business  
Unit India,  
Southeast Asia,  
NRW.INVEST



**Srita Heide**  
Founder/CEO  
Srita Heide  
International,  
European Business  
and HR Advisor



**Carla Everhardt**  
Associated Partner  
Rödl & Partner,  
Cologne,  
Germany



**Jan Eberhardt**  
Partner  
Rödl & Partner  
Birmingham,  
United Kingdom

### **Agenda**

- 2:30/1:30 p.m.** Welcome & Introducing the agenda (Srita Heide)
- 2:35/1:35 p.m.** Opening Speech (Astrid Becker)
- 2:40/1:40 p.m.** Aspiring your business expansion and growth in NRW, Germany (Stephanie Beeres)
- 3:00/2:00 p.m.** How to set up and implement your business in NRW, Germany (Carla Everhardt & Jan Eberhardt)
- 3:15/2:15 p.m.** The challenges and aspiration of business and trade / How NRW.INVEST can support (Panel Discussion with representatives from diplomatic missions, trade and business moderated by Srita Heide)
- 3:35/2:35 p.m.** Q&A with an interactive session
- 3:45/2:45 p.m.** End of video conference

**Join the Video Conference!**  
Contact us at [office@heide-international.com](mailto:office@heide-international.com) to get the registration details.