



3. Hamburg Copenhagen Business Forum

Two strong partners – one competitive smart region
February 28, 2018 – Hamburg Chamber of Commerce

Programme

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Hamburg Chamber of Commerce

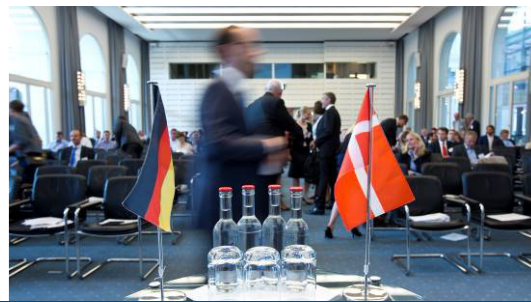
Hamburg, Germany

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- From 9.30 **Registration & networking**, Hamburg Chamber of Commerce
- 10.00 **Welcome address**
- Tobias **Bergmann**, President, Hamburg Chamber of Commerce, Germany
- 10.05 **Setting the scene: the vision for a joint region / Nordic valley**
- Jens-Peter **Saul**, Chairman of the German-Danish Chamber of Commerce; Group CEO, Rambøll, Denmark
- 10.25 **Mayors meet business – Debating the vision for a joint region**
- Olaf **Scholz**, First Mayor, Free and Hanseatic City of Hamburg, Germany
 - Frank **Jensen**, Lord Mayor, Copenhagen, Denmark
 - Karsten **Dybvad**, CEO, Dansk Industri, Denmark
 - Robert **Lorenz-Meyer**, Commissioner for International Affairs, Hamburg Chamber of Commerce, Germany
 - **Moderator**: Reiner **Perau**, CEO, German-Danish Chamber of Commerce, Denmark
- 11.15 **Keynote address**
- Casper **Klyngø**, Denmark's Tech Ambassador, Denmark
- 11.45 **Investment promotion in a changing world – Examples from Copenhagen and Hamburg**
- Claus **Lønborg**, CEO, Copenhagen Capacity, Denmark
 - Dr. Rolf **Strittmatter**, CEO, Hamburg Invest, Germany
- 12.00 **Lunch buffet & networking**



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13.15

Breakout sessions I

#1 Modern energy: Modern integration of renewables and sector coupling

Northern Germany and Denmark are both frontrunners in the development of still more efficient and “green” energy systems. While electricity production by renewable sources is growing rapidly, strong measures are taken to integrate these sources into the energy system. The sector coupling, which is optimizing synergies between energy systems such as electricity, heat and gas, is on the way, but still at a low level.

In this session, senior managers and experts will share their experiences and discuss the future plans for the integration of renewables and sector coupling in both regions.

- Prof. Dr. Werner **Beba**, Coordinator NEW 4.0, Hamburg University of Applied Sciences, Germany
- Tobias **Langer**, CEO, Logstor Germany, Germany
- Volker **Malmén**, Country Manager Germany for Wind Power; Managing Director, Ørsted Wind Power Germany GmbH, Germany
- Prof. Dr.-Ing. Eckhard **Ritterbach**, Business Development Director, Rambøll, Denmark
- Moderator: Tobias **Knahl**, Head of Industry, Energy, Environment Division, Hamburg Chamber of Commerce, Germany

#2 Digital health care

Hamburg has established itself as Northern Germany’s leading healthcare metropolis. On the other hand Denmark with view to digital health care and telemedicine is far ahead of Germany. For Danish digital start-ups and high-growth companies Hamburg is an attractive investment location. The cooperation potential between Northern Germany and Denmark is great as is already shown by innovative projects such as Interreg Deutschland-Denmark project DEMANTEC. This session will highlight innovative digital healthcare approaches from the two regions, discuss opportunities and challenges and show cooperation potential.



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Keynote addresses

- Hans Erik **Henriksen**, CEO, Healthcare Denmark, Denmark
- Paul **Elsholz**, CEO, Gesundheitswirtschaft Hamburg GmbH, Germany
- Christian **Graversen**, CEO, Welfaretech, Denmark

Panel discussion

- Christian **Graversen**, CEO, Welfaretech, Denmark
- Henrik L. **Ibsen**, CEO, OpenTelehealth, Denmark
- Henrik **Moessinger**, Manager, Philips Health Innovation Port, Germany
- Mo. **Siddiqui**, Managing Partner, Aactio GmbH, Germany
- **Moderator**: Maren **Puttfarcken**, Manager, TK Landesvertretung Hamburg, Germany

13.15

Breakout sessions I

#3 Real estate I - Digital transformation in the real estate industry

While digital transformation has sufficiently changed almost every type of business, the real estate industry used to be traditionally slow to move with the times. However, it is now catching up pace developing digital business models based on the data that buildings provide. This session showcases the latest developments in the real estate industry from Hamburg and Copenhagen.

- **Moderator**: Norman **Meyer**, Head of Digital Services, Drees & Sommer, Germany

More speakers will be added soon!

14.30

Coffee break & networking



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Breakout sessions II

#4: Urban mobility and its way into the digital age

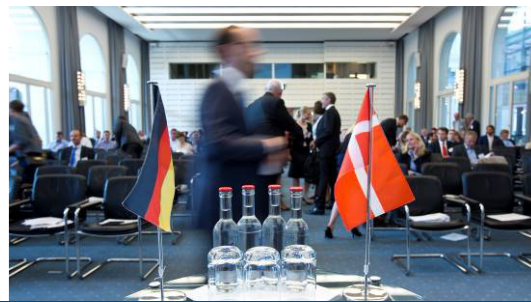
Copenhagen and Hamburg are among the most livable cities in the world which makes them attractive for innovative and highly skilled people – a prerequisite for sustainable growth and prosperity. Key to livability is infrastructure. Therefore urban mobility and its way into the digital age plays a predominant role in both cities. Topics such as intelligent transport systems, e-mobility, autonomous driverless systems, smart public transport and sharing and pooling solutions are the focus of governmental and private initiatives. This session will present the latest mobility concepts and best practices from both cities.

- Gordian **Braun**, Head of Growth and Business Acceleration, CleverShuttle GHT Mobility GmbH, Germany
- Nils **Jänig**, Director, Rambøll Transport, Germany
- Steffen **Rasmussen**, Head of Traffic and Urban Life Department, City of Copenhagen, Denmark
- Nikolaj **Kyhn**, Head of Business Development, Nobina Denmark, Denmark
- Sascha **Westermann**, PMO (Project Management Office) ITS Strategy Hamburg, Hamburger Hochbahn AG, Germany
- **Moderator:** Michael **Svane**, Director, Danish Transport Federation / Confederation of Danish Industry, Denmark

#5: Innovation 4.0 – How does corporate innovation look like in future?

Innovation is on top of the agenda of most large companies today. However, only a few have successfully developed a practice-oriented innovation strategy of their own. One way of doing that is the concept of open innovation. It is based on the understanding that the best ideas might be found outside the organisation and in co-development with external partners such as start-ups. For start-ups open innovation is beneficial as well as an industry-oriented environment allows them to jointly grow with other new enterprises, to harness synergies and to receive support in establishing professional business structures. Both Hamburg and Copenhagen offer innovation ecosystems that are worth looking at. This session will focus on open innovation frontrunners and best practices from both cities.

Speakers will be added soon!



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15.00

Breakout sessions II

#6: Real estate II - Sustainable urban growth

Key cities enjoy continuous growth in population as well as touristic demand which impacts their urban development. The heritage of those cities is often based on the nativeness and the uniqueness of selective districts that grew over years shaped by local history and population.

Sustainable urban development of cities, such as Copenhagen and Hamburg, depends on the diversity and authenticity of the inner city growth avoiding gentrification and a stereotypical townscape, whilst combining this with innovative infrastructures for multiple sectors.

- **Moderator:** Gesa Rohwedder, Head of Hospitality, Drees & Sommer Group, Germany

More speakers will be added soon!

16.15

“Hygge versus Moin”

- Understanding Danish and Northern Germany’s business culture

- Reiner Perau, CEO, German-Danish Chamber of Commerce, Denmark

16.30

Networking reception

18.00

End of conference