

10th International Cooperation Exchange

Partner country: Bulgaria

Status 03/2025

Time	Event	Location
	Monday, 31.03.2025	
	Individual arrival of the participants	
5:00 p.m.	Departure from the hotel*	
5:30 p.m.	Evening reception at Restaurants Daniels <i>Welcome by Thomas Wunsch, State Secretary at the Ministry of Science, Energy, Climate Protection, and the Environment of the State of Saxony-Anhalt</i>	Werner-Heisenberg-Straße 1, 39106 Magdeburg
6:30 p.m.	Guided tour of the Fraunhofer IFF's Elbfabrik <i>Welcome by Dr. Stefan Voigt, Head of the Mittelstand-Digital Zentrum Magdeburg</i> <i>The Elbfabrik blurs the boundaries between virtual product development and real production processes. Equipped with state-of-the-art technology, the Elbfabrik not only serves as a research and experimentation facility, but also as a cooperation platform for partners and companies.</i>	Magdeburg Port of Science, Joseph-von-Fraunhofer-Straße 1, 39106 Magdeburg
from 7.30 p.m	Dinner together at Restaurant Daniels	Werner-Heisenberg-Straße 1, 39106 Magdeburg
10:00 p.m.	Return to the hotel*	
	Tuesday, 01.04.2025	
	Moderation: Oxana Gusárova	
9:00 a.m.	Arrival/ registration of participants, welcome with photo in front of the press wall	
9:30 a.m.	Opening of the cooperation exchange and greetings <i>Klaus Olbricht, President of the Magdeburg Chamber of Industry and Commerce</i> <i>Martin Stichnoth, District Administrator of the Börde district</i>	
9:45 a.m.	Presentation partner country Bulgaria <i>Grigor Porozhanov, Ambassador of the Republic of Bulgaria</i>	IGZ, Steinfeldstr. 3, 39179 Barleben
10:00 a.m.	Group photo and joint visit to the exhibiting companies	
10:45 a.m.	Break	
11:00 a.m.	Presentation of the international delegations	

Time	Event	Location
11:30 a.m.	Moderated and interactive introduction to the participating companies	
12:30 p.m.	Break	
1:30 p.m.	Increasing efficiency with AI: What real benefits does your business gain? <i>Moderated discussion</i>	
2:30 p.m.	Expert exchange at the topic tables: (1) Energy efficiency and climate protection in companies as part of sustainability, <i>moderated by Landesenergieagentur Sachsen-Anhalt GmbH (LENA), Thomas</i> (2) Application of drones in business <i>Moderation Magdeburg-Stendal University of Applied Sciences, Prof. Dr. Jürgen Wiese (Co-Moderation Jürgen Bogdahn)</i> (3) Growth through partnerships with Bulgaria: Potential for international cooperation <i>Moderation German Association for Small and Medium-Sized Businesses (BVMW) Representative for Bulgaria, Ivan Tihov (Co-Moderation Iliyana Wenge)</i> (4) Employer attractiveness and recruitment of skilled workers <i>Moderation Fachkraft im Fokus (FIF), Norbert Köhn</i> (5) IT security in SMEs <i>Moderation Wirtschaftsunioren Harzkreis, David Lott</i> (6) Exports abroad <i>Moderation Magdeburg Chamber of Industry and Commerce, Andreas Kerzig</i>	
4:00 p.m.	Joint departure/individual departure to the jetty	
4:30 p.m.	Arrival of the participants on the ship	
5:00 p.m.	Joint boat trip on the Elbe "Große Acht" (approx. 4 hours) with dinner <i>Welcome by Frank Nase, Mayor of Barleben</i>	White Fleet Petriförder 1, 39104 Magdeburg
9:00 p.m.	Arrival at Petriförder jetty and return trip to Barleben/ Hotel*	
Wednesday, 02.04.2025		
8:30 a.m.	Joint trip by coach to the Hannover Messe	Barleben/ Hotel*
11:00 a.m.	Arrival at the Hannover Messe <i>Welcome by Prof. Dr. Manuela Schwartz, Rector of Magdeburg-Stendal University of Applied Sciences, tour of the joint stand "Research for the Future-Saxony, Saxony-Anhalt, Thuringia (Hall 2, Stand C16)" with refreshments</i> <i>Visit joint stand Bulgaria (partner country)</i>	Exhibition grounds, 30521 Hanover
2:00 p.m.	Possibility to visit the trade fair individually	
4:45 p.m.	Joint return journey from Hanover	
7:00 p.m.	Arrival in Barleben/ Hotel*	Barleben

***Hotel contingents are at your disposal:**

Hotel Sachsen-Anhalt, An der Backhausbreite 1 · 39179 Barleben. Please make your reservation in good time.

The conference language is German. There will be a translation into English.

The registration deadline is 14.03.2025. Please register on the website:
<https://www.kooperationsboerse-barleben.de/en>

Price sheet and further information

PARTICIPATION TICKETS

Participation ticket LIGHT

Includes participation only **on 01.04.2025** on the main day of the Cooperation Exchange (incl. evening program boat trip).

Participation fee: **€ 195.00** p.p. (incl. 19% VAT)

Participation ticket COMPLETE

Full participation from **31.04. to 02.04.2025**

Participation fee: **€ 250.00** p.p. (incl. 19% VAT)

OPTIONAL BENEFITS OF YOUR PARTICIPATION

Booking package M (company profile)

Includes the presentation of your company profile in the conference booklet.

Individual fee: **€ 275.00** per organization (incl. 19% VAT)

Booking package L (company profile and exhibitor)

Includes the presentation of your company profile in the conference booklet and a placement in the exhibition area with your advertising equipment such as a roll-up (max. 2 m²). The participation of one person for stand support is included in the price

Individual fee: **€ 550.00** per organization (incl. 19% VAT)

Booking package XL (company profile and exhibitor with larger space, on request)

Includes the presentation of your company profile in the conference booklet and a placement in the exhibition area with your advertising equipment with a larger area (3 m²/700 €; 4 m²/900 €; 5 m²/ 1,100 €, 8 m²/1,500 €, 10 m²/1,800 €). Price on request.

On 01.04.2025 you have the opportunity to set up your exhibition area from 8.00-9.00 am. Please note that this is a simple advertising space without a back wall and access to electricity. If you have any questions or requests, please contact the Innovations- und Gründerzentrum Magdeburg GmbH directly:

katrin.waliczek@iqz-md.de Katrin Waliczek, Phone: +49 39203 6498-11,

Important: If you have selected booking package M or L, please send us a text with a description of your company (max. 1,800 characters) and a suitable graphic for the presentation of your company profile by March 14, 2025 at the latest:

kooperationsboerse@rkw-sachsenanhalt.de

Logo supply

With your registration we ask you to provide your logo, which we will use for the event documents. Please send it by e-mail by 14.03.2025 at the latest to:

kooperationsboerse@rkw-sachsenanhalt.de

Tickets Hannover Messe

Participants with the Ticket Complete will receive a separate registration link for their ticket to Hannover Messe. Please bring your ticket with you on the day of the Hannover Messe.

Transfer

We have arranged transfers from the hotel to the event venues by minibus as follows:

- On **01.04.** there will be a transfer from the **Hotel Sachsen-Anhalt** to the jetty in Magdeburg by minibus at 16.00 (for Complete/ Light ticket holders).
- On **02.04.** there will be a joint trip with a coach to Hanover. Also departure from the **Hotel Sachsen-Anhalt** at 8.30 am (for ticket holders Complete).