

Ministry of Economics, Energy,
Transport and Regional Development

HESSSEN



Personal Invitation to the BREXIT Business Day in Hong Kong



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Welcome to Frankfurt, Welcome to Hessen

Germany's Business State and Gateway to Europe

Market conditions in Europe are in a period of change. Companies are redefining their business models for the European market. The reason for this development is the British referendum of 23 June 2016, in which the UK voted to leave the EU. This significant decision for global businesses entails both challenges and opportunities for Chinese, European and international companies.

Many international companies have traditionally used the UK market as a gateway to the EU's single market due not only to the English language but also its free market tradition. Companies, both in the financial sector and in other industries, might have to now consider alternative or additional locations due to potential tariff and non-tariff barriers to trade goods and services.

And companies, that decide to invest in Europe for the first time, might have to take a broader look on investment opportunities.

The expert team of the Federal State of Hessen and of the Frankfurt Metropolitan Region will show you how to conquer the European market without risking financial and trade-related disadvantages. According to the newest Ernst & Young attractiveness survey in 2016, the most attractive places for investments in Europe are in Germany! Hessen and the Frankfurt Metropolitan Region is the growth engine for Germany.

Entrance
is free.

Join us at the BREXIT Business Day in Hong Kong

Date: 30 June 2017

Venue: The Excelsior Hong Kong
281 Gloucester Rd,
Causeway Bay, Hong Kong
Gloucester Room II

Agenda:

- | | |
|---------------|--|
| 09:30 – 10:00 | Registration |
| 10:00 – 10:10 | Keynote by Norbert Noisser,
Hessen Ministry of Economics |
| 10:10 – 10:20 | Greeting by Winsome Chan,
Senior Manager HKTDC |
| 10:20 – 10:40 | Britain's exit from the European Union
– What will change? |
| 10:40 – 11:00 | Frankfurt Rhine Main Region
– Challenges and opportunities |
| 11:00 – 11:30 | Legal consequences of Brexit |
| 11:30 – 12:00 | Open discussion |
| 12:00 – 13:30 | Business luncheon with all
participants of the Business Day |

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To join us at this special event, please reply by
email directly to: andreas.damrau@htai.de

Subject: BREXIT Business Day in Hong Kong 2017

Approval will be assigned on a first-come, first-served
basis due to a limited number of available spaces.
Acceptances will be confirmed by email.

The Business Delegation of the Federal State of Hessen:



Norbert Noisser

Hessen Ministry of Economics
Deputy Head of Division
Foreign Trade & Location Policy
Head of Delegation



Andreas Damrau

Hessen Trade & Invest GmbH
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